35 Cents

30TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

APRIL 3, 1961

Dam breaks: FCC starts moving backlog of station sale requests 33

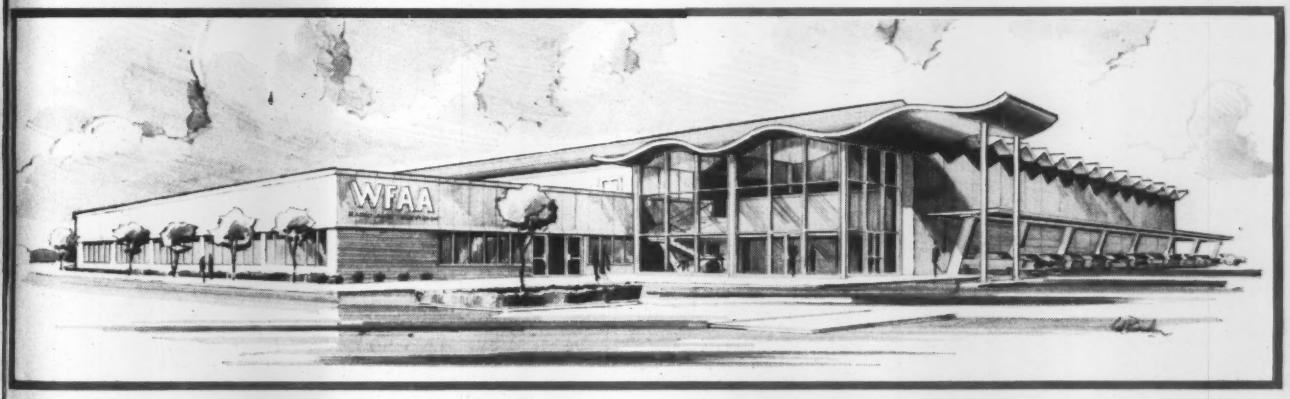
Special TvB study: million-dollar spenders in spot television 46

An opportunity for more sophistication in evaluating tv and magazines 38

Saperstein: a syndicator's job is to sell, not win Emmys 76

COMPLETE INDEX PAGE 7

Fabulous . . . even for TEXAS!



THE NEW 3 1/2 MILLION DOLLAR HOME OF WFAA am • fm • tv DALLAS

"Communications Center."®

e move is completed . . . now the combined ffs of WFAA RADIO & TV are located the largest and most modern independent ility of its kind in the world. Everything is w! It is truly a "Communications Center"!

AM – FM

WFAA RADIO can now boast production and transmitting facilities second to none. There is four channel stereo, a floating sound stage, a battery of all new Ampex tape consoles, Neumann single track and stereo disc recording equipment, a special sound effects room and much, much more.

TV

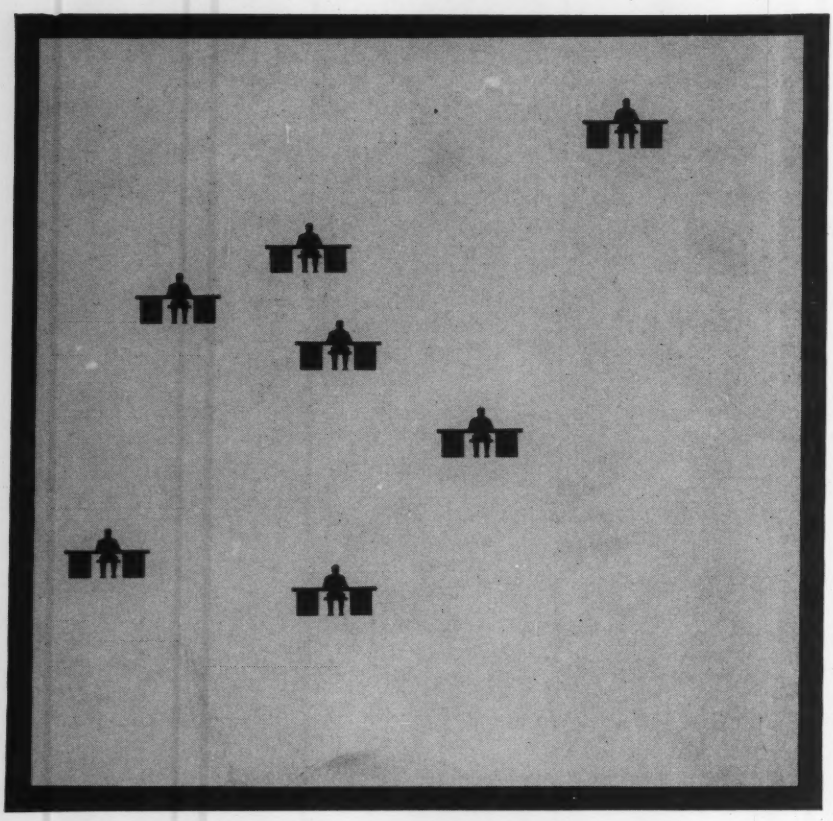
Three large studios fully equipped with 9 Marconi 4½" Image Orthicon cameras, color cameras, a revolutionary Tele-Cine' center, 5 Ampex videotape recorders, the latest intersynch and interswitch equipment, and a $250,000 videotape cruiser that can go anywhere.

You Name It... WFAA–AM–FM–TV CAN PRODUCE IT!

WFAA RADIO—570 ABC · 820 NBC
TELEVISION—CHANNEL 8 ABC

Represented by Petry & Co., Inc. The Original Station Representative

Radio & Television Services Of The Dallas Morning News



EFFICIENT 7

Seven time buyers for Agency X work together in one big room, their desks arranged as pictured. In the interest of efficiency*, they request partitioning to separate each desk. But due to high overhead the agency can afford only three straight walls.

The time buyers found a way to draw three straight lines on the floorplan so that each desk is completely separated from the others. Send us their solution (on this page if you wish) and win a copy of Dudeney's "Amusements in Mathematics"—Dover Publications, Inc., N. Y. (If you've already won it, say so in your entry and we'll send you a different prize.)

*In the interest of efficiency (i.e., reaching the largest audience), time buyers pick WMAL-TV in the Washington market. It's first, 6 P.M. to Midnight, all week long. (ARB Jan.-Feb. '61)

wmal-tv

abc

Washington, D. C.

An Evening Star Station, represented by H-R Television, Inc.

Affiliated with **WMAL** and **WMAL-FM**, Washington, D. C.; **WSVA-TV** and **WSVA**, Harrisonburg, Va.

buy St. Louis `a la card*
*KTVI rate card
your lowest cost
per thousand TV buy
in St. Louis
KTVI
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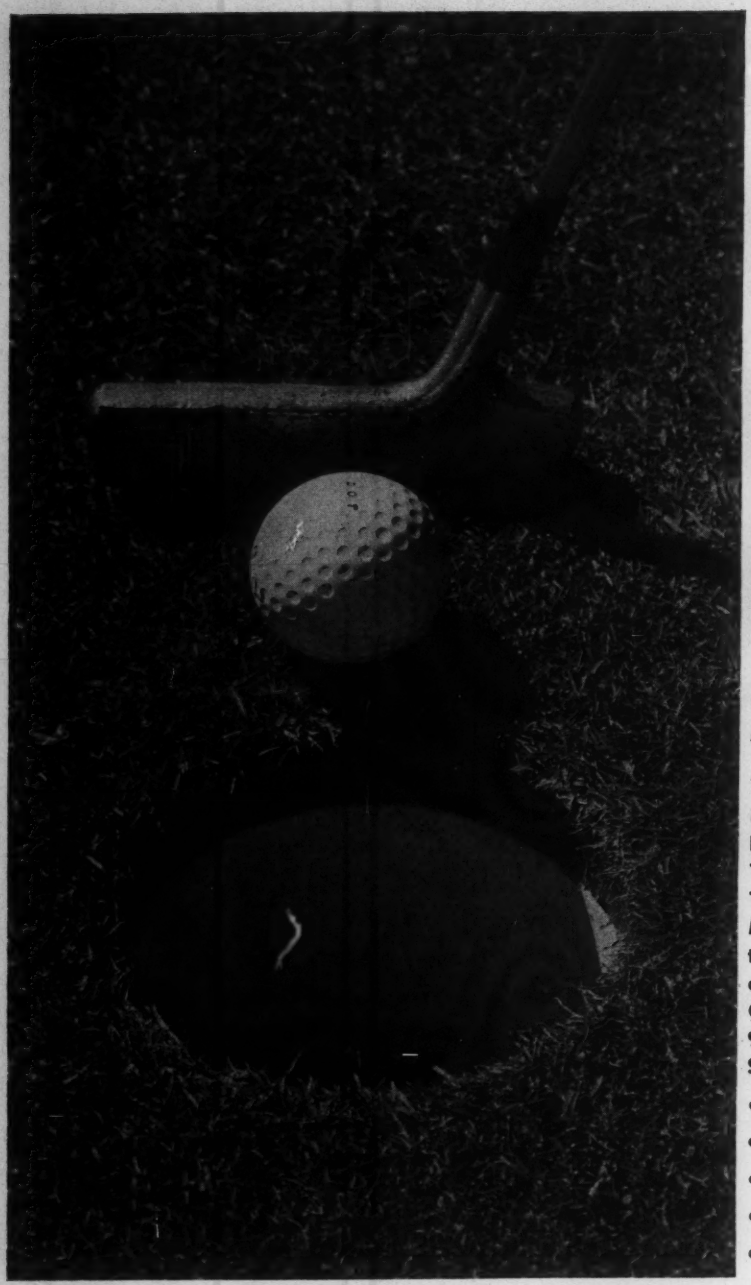
Represented
nationally by
BLAIR-TV
KTVI
CHANNEL 2
abc
ST. LOUIS



YOU CAN'T MISS

IN THE DALLAS-FT. WORTH MARKET WITH CHANNEL 4

Your message will reach more TV homes in the Dallas-Ft. Worth market on KRLD-TV than on any other station. TO BE SURE, use KRLD-TV. The January-February, 1961, ARB Market Report shows KRLD-TV leading the field in both Metro Area Share of Audience and Average Quarter-Hour Homes Reached from 9 a.m. to Midnight, Sunday thru Saturday.

-
-
-
-
-
-

Reach the Dallas-Ft. Worth market EFFECTIVELY with Channel 4

KRLD-TV represented nationally by the Branham Company

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas-Ft. Worth Clyde W. Rembert, *President*

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT®

JFK documentaries?

Contrary to reports, President Kennedy isn't thinking of doing "fireside chats" on television. If plan jells, format would be more in tune with modern communications techniques—television documentaries produced with same kind of professional skill that goes into major tv network news documentaries. First one might be on foreign aid, for broadcast in May, when congressional debate on subject is expected to be a critical stage. President presumably would act as commentator; program would use sound films and would close with short summary by President on camera.

Another Presidential documentary that may be done would portray need for aid to education. If it materializes, it may feature Abraham Ribicoff, secretary of Health, Education and Welfare, in on-scene films showing overcrowded schools and including interviews with overworked school officials. Again President Kennedy would act as commentator. White House intends to bring in professional tv production personnel if documentaries are undertaken.

Harassed Cross

Chairman Oren Harris (D-Ark.) of House Commerce Committee has let intimates know that he will staunchly support fellow Arkansan John S. Cross for reappointment to the FCC when his current term expires on June 30, 1962. Observation obviously was influenced by reports that Kenneth A. Cox, Seattle attorney who this month becomes chief of FCC Broadcast Bureau, is in line for next Democratic vacancy on Commission.

New target

Fresh from battles with ABC-TV's *The Untouchables* (see story, page 52), federation of Italian-American Democratic organizations of New York tentatively has its sights on new target, NBC-TV's *Cain's 100*, which is scheduled for fall debut in Tuesday, 10-11 p.m. time slot. MGM-produced series has been described as one of "next season's *Untouchables*." Group hopes to be allowed to screen pilot of program so that portrayals of Italian-Americans characters can be studied. *Cain's 100*, like *The Untouchables* also has cigarette sponsor, P. Lorillard, who will be participating advertiser through Lennen & Newell. Another item on Federation's agenda is plan to buy radio time in New York to promote accomplishments of Italian-Americans.

NBC-RKO before FCC

FCC will promptly consider multi-million NBC-RKO transactions involving Philadelphia, Boston, Washington and San Francisco. Strictly informational document covering 81 pages was circulated to commissioners last week which gives entire background of complex case. It does not draw any conclusions or make recommendations but discusses each of 27 separate pleadings involved. Formal action by commission is expected within next 30 days.

Majestic gripe

When NAB President LeRoy Collins visited President Kennedy March 22, he found chief executive's interest in tv programming transcended national policy considerations. Why, President wanted to know, did networks schedule Ingrid Bergman and Bing Crosby-Maurice Chevalier shows at same time? He wanted to see both.

Sameday—toll tv ads?

Number of advertising agency executives are convinced that eventually pay television will become advertising medium but acknowledge this is in unforeseeable future. Right now they're keeping tabs on developments in Toronto experiment, and keeping interested clients abreast of situation. Many feel that once pay tv is established, it will accept advertising to keep viewer fees low as well as up its own kitty, and that pay tv will then be evaluated for its advertising effectiveness like any other medium.

Minow's oversight

FCC Chairman Minow last Tuesday corrected an oversight. He hadn't confided in his fellow Commissioners on first monthly report to President Kennedy required of all independent agency heads by new administration. Commissioners personally were served with copies of initial report, described as bland, factual accounting of status of FCC's work but without going into comparative cases. Second monthly report is due tomorrow (Tuesday).

New Lestoil product

It looks like summer start for new Lestoil product, which may follow tv route to national distribution pioneered out of Holyoke, Mass., by Lestoil and newer Lestare. Latest addition to line, now in promising test-market phase, is "non-pine" variation of familiar liquid cleanser, called Sparkle Scent Lestoil. Trade rumor says Sparkle Scent is on shelves beside original Lestoil and is selling well.

Cooling friendship

So-called "honeymoon" between 20th Century-Fox and National Telefilm Assoc. appears to be ending. Witness sale of distribution rights of 88 post-48 features to Seven Arts Productions (story, page 78), which already has 122 post-48's from Warner Bros., rival company. Another factor: Fox's Spyros Skouras' interest in bidding for WNTA-TV New York has waned.

NTA's growing years during late 50's coincided with period when company had exclusive rights to Fox pre-48 features, numbering in excess of 400. Seven Arts' "coup" is especially meaningful because NTA had been given distribution rights to 27 post-48 Fox features last fall before NTA's "crisis days" became known.

Reverse twist

How do you recapture vhf channel in New York or Los Angeles for educational use? Easy, say FCC staffers: You just hold comparative hearing—in reverse! Order all existing licensees to file renewal applications, hold hearing to pick worst operator, take his license away and give channel to educators. Don't laugh; it was one method discused back in 1952 when non-commercial, educational reservations were first established.

Honolulu applicant

Group of West Coast businessmen headed by Kenyon Brown, veteran broadcaster, is quietly researching Hawaiian tv situation preparatory to filing for ch. 13 Honolulu, open since it was dropped by Kaiser Enterprises in 1958 after Kaiser acquired ch. 4 by purchase of KULA-TV and shifted KHVH-TV from ch. 13 to ch. 4.

New points of view

There's irony in position of Dept. of Justice regarding need of FCC to take into account in judging licensee's qualifications antitrust consent decrees and *nolo contendre* pleas (see page 64). Justice brief was written by Richard A. Solomon, former FCC assistant general counsel. Reply by FCC, undoubtedly stout opposition argument, is being written by Daniel Ohlbaum, former FCC attorney, more recently with Justice Dept., who moved back to FCC only two weeks ago.

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MICHIGAN MARCHING FORWARD

and Channel 2 LEADS THE PARADE

UP and COMING...
Michigan Week
May 21-27

There's a whale of a lot of sales to be made in Michigan . . . a five billion dollar market in the Detroit area alone. And WJBK-TV, located right in the heart of the nation's great 5th market, pinpoints prospects by projecting your sales message where buying power concentrates . . . in Michigan's most thickly populated counties, where individual incomes are highest. It's viewers with earnings to spend and the urge to buy that make advertising dollars more productive on Channel 2, consistently No. 1 with viewers and definitely Detroit's No. 1 buy.

CHANNEL 2 DETROIT

WJBK-TV

A STORER STATION

NATIONAL REPRESENTATIVES: THE KATZ AGENCY

WEEK IN BRIEF

After several months of sitting on station sales applications, the FCC begins acting with approvals of WSAZ-AM-TV and KVOS-TV sales; but other FCC thinking, if implemented, may put the brakes on station sales. See . . .

DAM BREAKS IN STATION SALES . . . 33

The Justice Dept.'s position that the FCC should consider consent decrees and no-defense pleas in checking the qualifications of a station licensee disturbs some of the blue-ribbon station holders. See . . .

NEW LICENSING CRITERIA? . . . 64

Spending in the past five years among the top 100 in spot tv ranges from $41.9 million to $1.3 million and the top 10 spent more than $16 million apiece, reports TvB in special study. See . . .

BOILERS IN TV SPOT POT . . . 46

An advertiser may be quick to tell how his business is different from others, but does he have the courage to emphasize it in his advertising? Robert Ward tells what happened when his client did. See . . .

MONDAY MEMO . . . 30

Advertisers using new information developed by Nielsen Media Service can be far more sophisticated in choosing between tv and magazines, or choosing both, according to the first analyses of the study. See . . .

VIEWING-READING SEESAW . . . 38

Familiarity breeds content in the viewer's choice between new and untried tv films and the bread-and-butter standards, says Tv Personalities' Henry Saperstein, who has sales figures to back him up. See . . .

A SYNDICATOR IS TO SELL . . . 76

Rating-baiting got a setback from the congressionally-underwritten Madow report, observers agree ten days after its issuance. But there could be dynamite in the FTC's rating probe in another direction. See . . .

MADOW REPORT MAY QUIET CRITICS . . . 48

New political broadcasting legislation is likely as a result of Senate's Watchdog Subcommittee hearings, where it's indicated the FCC needs more enforcement sanctions, people. See . . .

WATCHDOG MAY BITE . . . 60

A proxy fight between National Telefilm Assoc. officer-directors and a stockholder faction is indicated at annual meeting today in New York. Plan to sell WNTA-TV is one of issues. See . . .

PROXY FIGHT SEEN AT NTA . . . 54

The FCC's files are loaded with station sales applications—some six months old—adding up to more than $64 million in purchases. They indicate brisk trading in 1961 if the FCC doesn't gum up the works. See . . .

WILL FCC END SALES BOOM? . . . 34

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses.

IF YOUR CLIENT IS THINKING OF SELLING FOOD IN NEW YORK

(and he should be; it's the biggest market in the U.S.)

START WHERE THE SELLING IS EASY

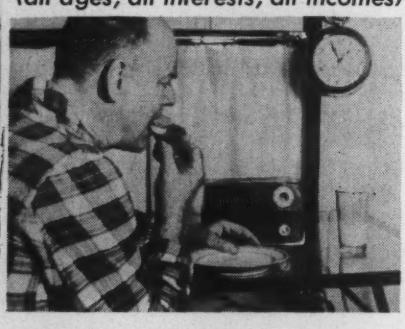
(easier because the N.Y. market is bigger than the next 3 combined)

START WITH WINSland

(the proven path for reaching these people)

WHERE THE MARKET IS HAPPILY HOMOGENEOUS

(all ages, all interests, all incomes)



No matter what walk of life they come from, WINSLANDERS have one thing in common. They **all** like to eat. They spend over six billion dollars a year on food. Almost every minute of the day and night, WINS is the station in New York. MEDIA MORAL: If **you** sell something good to eat, sell it on WINS, the station that has the eager eaters.

For complete information call: WINS JUdson 2-7000

1010

WINS

NEW YORK

Nationally Represented by The Katz Agency

Susskind's 'Open End' in equal time wrangle

David Susskind's *Open End* program, carried on WNTA-TV New York, became involved in equal-time controversy last week. New Jersey State Sen. Wayne Dumont Jr. complained to FCC that station refused to grant him time equal to that given former Labor Secretary James P. Mitchell, who appeared on *Open End* March 26. Messrs. Dumont and Mitchell are candidates for GOP gubernatorial nomination.

Mr. Susskind himself received complaint from Weldon R. Sheets, independent candidate for Democratic nomination for governor. Commenting on this request, Mr. Susskind said he had Mr. Mitchell on his program as "expert on recession and unemployment," not as political candidate.

Complaint is similar to many considered by Senate Watchdog Subcommittee in hearings last week (see story page 60).

U. S., Canada reach agreement on tv rules

A "working agreement" between U.S. and Canada for allocation of vhf stations was announced last week by FCC. It will implement 1952 arrangement between two countries and in no way derogates from or alters provisions or requirements of that agreement.

Allocation and use of tv channels by Canada and U. S. within 250 miles of their common border are governed by provisions. Agreement includes table of assignments within borders and provides for changes upon acceptance by other country of proposed changes. Newly concluded working system sets out set of standards within which proposed changes in allocations will ordinarily be accepted.

In addition, certain channel assignments proposed pursuant to 1952 tv agreement were found mutually acceptable to both countries. Copies of new arrangement may be obtained from the commission in Washington.

NBC space-ready

NBC News is preparing novel "instant news studio" to vitalize its coverage of Project Mercury man-into-space shot expected in late April or May at Cape Canaveral.

Compactness will be keynote, with two cameras and worldwide communications set up inside. Studio will be kept operative at all times so fast-breaking news can be aired instantly.

Other technical features include audio system similar to one used by network in last political conventions, wire service printers and facilities for rear-screen projection, and video equipment allowing tie-ins with any other studio at NBC, New York. NBC is handling pool coverage for all tv-radio networks.

Day's talk to criticize greed of station owners

John Day, former CBS News vice president, is prepared to charge today (April 3) that stations owners' drive "to make money" is chief reason broadcasting has not reached its potential as information medium.

In broadcast prepared for non-profit, listener-supported WBAI (FM) New York, Mr. Day says he realizes that profits are necessary but he condemns what he calls station owners' obsession "to squeeze out the very last penny of profits." He blames "show business philosophy" of broadcasting industry. Mr. Day concedes that "as matters now stand," tv is primarily an "entertainment medium," but he wonders why this has to be.

Mr. Day lists 10 factors, including profit drive, as holding back effective presentation of broadcast news. Among them: lack of time allotted to news; pressures from government (communications from congressmen to FCC and Sec. 315, for example), "top management," audience, local stations and advertisers; lack of recognition of tv and radio journalists by persons who make news.

Hearing shift plea denied

Petition by WDKD Kingstree, S. C., to shift site of hearing on its renewal application from Kingstree to Washington was denied Friday (March 31) by FCC Chief Hearing Examiner James D. Cunningham, (see earlier story, page 70). Mr. Cunningham did not act on other requests by station. Hearing is scheduled to begin May 9.

Vick adds two agencies

Richardson-Merrell Inc. (formerly Vick Chemical Co.), N. Y., is announcing today (April 3) new advertising agency assignments for two Vick Chemical Co. Div. products. Sullivan, Stauffer, Colwell & Bayles, N. Y., already agency for Vicks double buffered cold tablets and Theracin anti-congestant tablets, gets Vicks Vatronol nasal medication and Vicks Sinex nasal spray. Morse International Adv. Inc., N. Y., has been assigned entire line of Clearasil products marketed by Vick.

NTA to pay-tv?

National Telefilm Assoc. on Wednesday (April 5) will announce new pay tv system at news conference-demonstration at Glen Glenn Sound Co. studios in Hollywood. NTA had attempted to hide nature of announcement but veil of secrecy was removed last week by Leonard Davis, stockholder who is protesting proposed sale of WNTA-TV New York. At news conference in Los Angeles (see story page 54), Mr. Davis pointed out that announcement of NTA's annual stockholders meeting to be held in New York today (April 3) stated that in addition to employment of Martin Leeds, former executive vice president of Desilu, NTA is also negotiating for exclusive right to operate and license operations of pay tv system belonging to Home Entertainment Inc. of which Mr. Leeds owns 25%.

Dynamics Corp. reports rising sales, earnings

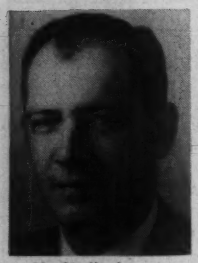
Dynamics Corp. of America, New York, had record high sales volume in 1960 of $48,676,897. Sales and earnings rose for third successive year, company announced in annual report last week.

For year ended Dec. 31, 1960, DCA's earnings before taxes were $3,833,144, compared with $2,576,745 in 1959. Net earnings for year were $1,853,512, compared with $1,477,128 in 1959. After deduction of preferred dividend requirements ($447,808 in 1960) net per common share equaled 50 cents on 2,787,027 shares, versus 36 cents per common share on 2,756,683 shares in 1959.

DCA's electronics subsidiaries and divisions accounted for approximately 80% of company's business last year. They include: Reeves Instrument, Radio Engineering Labs, Winston Electronics, Reeves-Hoffman and Standard Electronics.

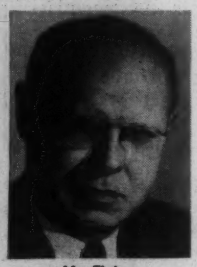
more AT DEADLINE page 10

WEEK'S HEADLINERS



Mr. Shollenberger

Lewis W. Shollenberger, CBS Washington associate director of news and public affairs, moves to ABC April 17 as director of special events and operations, that city. He has been with CBS there since 1942 except for two years of wartime Navy service and handled network arrangements for presidential broadcasts, news conferences, special congressional sessions and other special events. Earlier Mr. Shollenberger was with UPI, Washington. He is retiring president of Radio-Television Correspondents Assn.



Mr. Fisher

Thomas K. Fisher, vp and general attorney of CBS-TV since 1957, named vp and general counsel of CBS Inc. in consolidation announced by CBS President Frank Stanton of divisional and corporate legal staffs into law department. Also transferring to the law department is CBS office of economic analysis. Mr. Fisher joined CBS in March, 1955, as assistant general attorney and was advanced in position in January, 1957. He served as assistant U.S. attorney from Southern District of New York (1942-44) and had served also in office of general counsel with U.S. Navy (1944-46). Before his CBS association, Mr. Fisher was with law firm of Donovan, Leisure, Newton & Irvine.

Mr. Walworth

Mr. Davidson

Theodore H. Walworth Jr., station manager and director of sales, WRCV-TV Philadelphia, since October, 1955, appointed general manager of WNBC-AM-FM-TV New York. He succeeds **William N. Davidson,** vp and general manager of stations, who has been assigned to number of special projects for NBC. Mr. Walworth joined NBC Spot Sales in 1953 and since that time has served in key executive positions with owned stations and spot sales division, including WNBK (TV) Cleveland as tv sales manager; director of sales (1956) and station manager (1959) at WRCV-TV. He also has served with Edward Petry Co., station representative, and with ABC's sales department. Mr. Davidson is broadcast veteran who started in NBC's mail room in 1938, and subsequently held responsible posts in network, agency, station and station representative fields. His most recent change was in 1955 when he became assistant general manager of NBC's stations in New York, later became general manager and was elected in 1958 vp of NBC.

Mr. Smith

Howard K. Smith, CBS Washington correspondent, today (April 3) was to become chief correspondent and general manager of CBS News Washington bureau. Appointment is part of Washington shift in which **Theodore K. Koop,** director of news and public affairs in Washington, is to be CBS director of Washington operations (CLOSED CIRCUIT, March 27). New Washington news chief has been there for CBS News since 1957 and was for 11 years European correspondent, joining network in 1941. Earlier he was with UPI in London and Berlin.

For other personnel changes of the week see FATES & FORTUNES

Negro radio group meets April 10-11 in New York

Directors and officers of new National Negro Radio Assn. will meet April 10-11 in New York to get association under way, Francis M. Fitzgerald, president, announces.

Board will be asked to approve additional research on "huge $20 billion" Negro market where preliminary studies have been conducted past few months, Mr. Fitzgerald said.

Several research firms will submit plans and special session also will be held with station representatives specializing in Negro market radio, he said. NNRA also will discuss establishment of New York office.

D&C gains one, loses one

Daniel & Charles, N. Y., lost one account and gained another last week from same firm at same time. Vitamin Corp. of America, Lanolin Plus Division, Newark, N. J., reassigned Rybutol vitamin account from D & C to Cohen & Aleshire, N. Y., and awarded Daniel & Charles campaign for "major new product," to be launched in radio and tv June 1. Cohen & Aleshire plans extensive tv, radio and print campaign for Rybutol.

Slander charge dismissed in 'City of Hate' tv case

Indictments charging slander among other things against former Los Angeles tv announcer Pat Michaels and others were dismissed March 31 by Indio, Calif., Superior Court Judge Merrill Brown, who said indictments were too vague as to who was slandered and how.

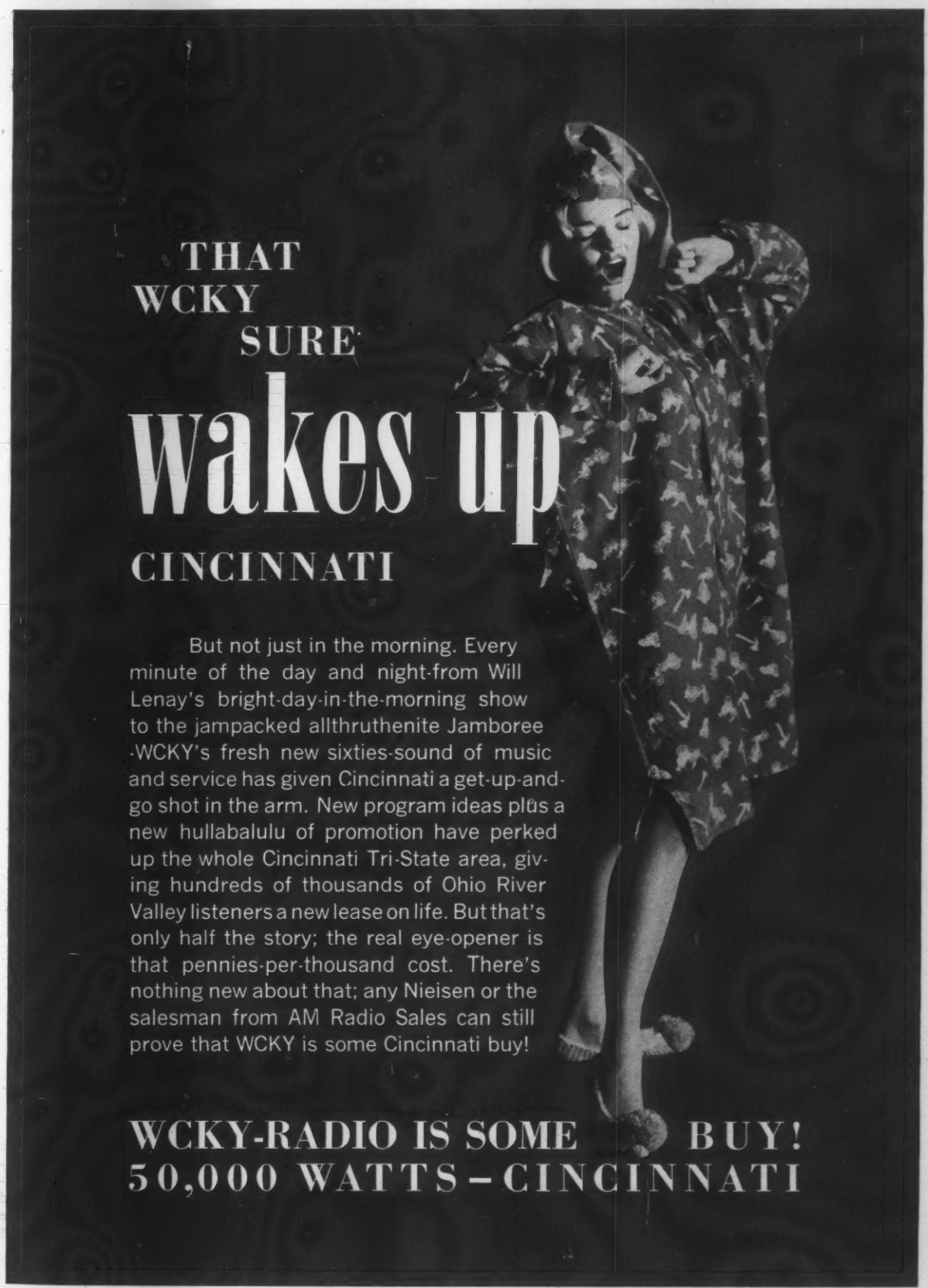
Defamation charges were made by mayor or nearby Elsinore, Calif., and others after 1959 telecast of "City of Hate," presented by Mr. Michaels on KTLA (TV), on alleged anti-Semitism in Elsinore. Mr. Michaels is now with KABC Los Angeles.

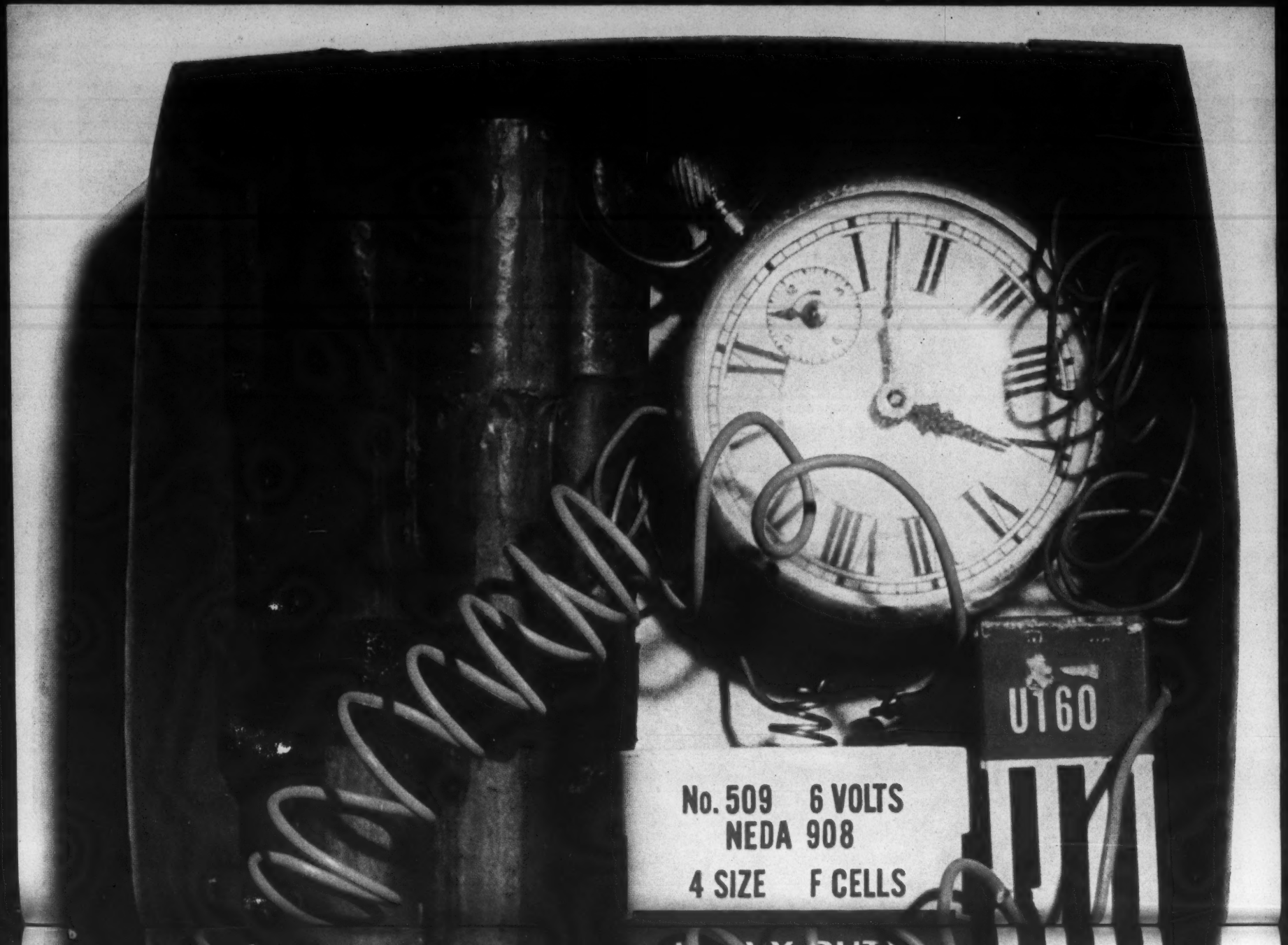
Ch.4 bid dropout allowed

FCC Chief Hearing Examiner James D. Cunningham Friday granted request of Rocky Mountain Tele Stations to dismiss its application for ch. 4 at Reno, Nev., dismissing with prejudice. Remaining applicant is Circle L Inc.

Weisberg to Trans-Lux Tv

Robert Weisberg, well-known to tv station executives throughout country in his post as executive in charge of buying films for Tv Stations Inc. for more than five years, is resigning that position shortly to join Trans-Lux Television Corp., New York, in newly-created post. Details of new job, said to be unique in industry, will be announced in early May but it probably will concern itself with servicing of tv programs to stations.


THAT
WCKY
SURE
wakes up
CINCINNATI
But not just in the morning. Every minute of the day and night-from Will Lenay's bright-day-in-the-morning show to the jampacked allthruthenite Jamboree -WCKY's fresh new sixties-sound of music and service has given Cincinnati a get-up-and-go shot in the arm. New program ideas plus a new hullabalulu of promotion have perked up the whole Cincinnati Tri-State area, giving hundreds of thousands of Ohio River Valley listeners a new lease on life. But that's only half the story; the real eye-opener is that pennies-per-thousand cost. There's nothing new about that; any Nieisen or the salesman from AM Radio Sales can still prove that WCKY is some Cincinnati buy!
WCKY-RADIO IS SOME BUY!
50,000 WATTS – CINCINNATI


U160
No. 509 6 VOLTS
NEDA 908
4 SIZE F CELLS

time bomb!

mca tv explodes upon the TV scene with four full hour first-run off-network shows for syndication

Each show immediately available for local programming

CIMARRON CITY
starring **GEORGE MONTGOMERY**

OVERLAND TRAIL
starring **WILLIAM BENDIX**

RIVERBOAT
starring **DARREN McGAVIN**

SUSPICION
All-Star **SUSPENSE DRAMAS**

Shattering precedent for station programming!
Bursting with proven high ratings!

PRE-SOLD in the following markets:

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KTTV, LOS ANGELES
WTTG-TV, WASH., D. C.
WAGA-TV, ATLANTA
WEWS-TV, CLEVELAND
KKTV, COLORADO SPRINGS
KPTV, PORTLAND, ORE.
KVAR-TV, PHOENIX
KVOA-TV, TUCSON
WITN-TV, WASH., N. C.
WBNS-TV, COLUMBUS
WBRE-TV, WILKES-BARRE
WGAN-TV, PORTLAND, ME.

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TV FILM SYNDICATION

598 Madison Ave., N.Y. 22, N.Y.
PLaza 9-7500 and
principal cities everywhere

THIS IS POWER

Power met power when WBEN-TV - - the most powerful selling medium in sight and sound on the Niagara Frontier - - focused its cameras on the Niagara Power project dedication, the most powerful hydroelectric complex in the Western World.

Since 1948 more than two million Western New Yorkers have depended on WBEN-TV for continuing public-service coverage. This up-to-the-minute, on-the-spot reporting has built tremendous loyalty and confidence.

There's power in this trust - - power that moves merchandise, sells services and products. It compares with the power that this $720,000,000 project - - equal to the output of all the TVA hydro-electric dams - - will generate for area industry.

Niagara Power is bringing new growth, expansion, jobs - - new families, new thousands into the market place. WBEN-TV power brings your message to them with vigor and impact - - another powerful reason why your TV dollars count for more - - on Channel Four.

National Representatives: Harrington, Righter and Parsons

WBEN-TV

The Buffalo Evening News Station

CH. **4**

CBS in Buffalo

DATEBOOK

A calendar of important meetings and events in the field of communications

***Indicates first or revised listing.**

***April 3—Hollywood Ad Club,** luncheon, 12 noon, Hollywood Roosevelt Hotel. Ernst H. Schreiber, engineer for Pacific Tel. & Tel. Co., will present color film, "The Big Bounce," on communications satellite Echo I; Bill Sterling of Jerry Fairbanks Productions, will discuss problems in producing the documentary film.

April 3—Comments due on FCC proposal to revamp program report forms in applications.

April 4-7—Audio Engineering Society, West Coast spring convention. Ambassador Hotel, Los Angeles.

April 5—Academy of Television Arts & Sciences, Chicago chapter, luncheon. James Hagerty, ABC news vp, guest speaker. Hotel Knickerbocker, Chicago.

***April 5—Hollywood Ad Club—Southern California Broadcasters Assn.** workshop session on radio commercials.

April 5-7—American Society for Testing Materials, symposium on materials and electron device processing. Benjamin Franklin Hotel, Philadelphia, Pa.

April 6-8—Montana Broadcasters Assn. annual meeting. Billings, Mont.

April 7-8—New Mexico Broadcasters Assn., convention. Speakers include Howard Bell, NAB vice president for industry affairs. Angiers Motor Hotel, Farmington, N. M.

April 7-8—Southwest Assn. of Advertising Agencies, annual convention. Mariott Motor Hotel, Dallas.

April 9-12—Fourth Public Service Programming Conference for broadcasting industry produced and sponsored by the **Westinghouse Broadcasting Co.** Pittsburgh-Hilton Hotel, Pittsburgh, Pa.

April 10-13—National Premium Buyers 28th annual national exposition, Navy Pier, Chicago. Also Premium Adv. Assn. of America one-day conference, same site.

April 11—Business Council for International Understanding, session group dinner, Fairfax Hotel, Washington, D. C. Ralf Brent, president of WRUL New York, is speaker.

April 11-12 — Illinois Broadcasters Assn., spring meeting. St. Nicholas Hotel, Springfield.

April 13-14—New York State Educational Radio & Television Assn., and Eastern Education Network, combined conference. Tom Sawyer Motor Inn., Albany, N. Y.

April 13-14—Atlanta Ad Institute, sponsored by Atlanta Advertising Club. Speakers include Max Freedman, *Manchester Guardian* Washington correspondent; John D. Yeck, Yeck & Yeck, Dayton, Ohio, and John G. Mapes, Hill & Knowlton, New York. Dinkler Plaza Hotel, Atlanta, Ga.

April 14 — Mississippi UPI Broadcasters Assn., annual meeting. Buena Vista Hotel, Biloxi.

April 14—Veterans Hospital Radio & Television Guild, anniversary ball. Essex House, New York.

RAB SALES CLINICS

April 3—Albuquerque, N.M.; Charlotte, N. C.
April 4, 5—Phoenix, Ariz.; Atlanta, Ga.
April 6—Los Angeles; Tampa, Fla.
April 7—Bakersfield, Calif.; Miami, Fla.
April 10—Baton Rouge, La.
April 10, 11—San Francisco.
April 11, 12—Fort Worth, Tex.
April 12, 13—Seattle, Wash.
April 13—Memphis, Tenn.
April 14—Nashville, Tenn.
April 24—Raleigh, N. C.
April 25, 26—Richmond, Va.
April 27—Washington, D. C.
April 28—Philadelphia.

April 14-15—Kansas Assn. of Radio Broadcasters annual convention. Jayhawk Hotel Topeka.

April 15—West Virginia AP Broadcasters meeting, Charleston.

April 15-16—Mississippi Broadcasters Assn., spring convention. Speakers include John F. Meagher, radio vp, NAB and Ernest B. Cummings, Cummings Adv. Co., Memphis. Buena Vista Hotel, Biloxi.

April 16-19—Assn. of National Advertisers, spring meeting. Sheraton Park Hotel, Washington, D. C.

April 17—**Institute on Musical Copyright Law in the Music Industry,** Vanderbilt U., Nashville, Tenn., under sponsorship of Tennessee Bar Assn., Nashville Bar Assn., Nashville Symphony Assn., Country Music Assn., and Tennessee Assn. of Broadcasters.

April 17—Academy of Motion Picture Arts & Sciences Oscar award ceremonies. Santa Monica (Calif.) Civic Auditorium. The presentation will be telecast by ABC-TV.

April 17-20—International Advertising Assn. Waldorf-Astoria Hotel, New York City.

April 18—**Radio & Television Executives Society,** Peabody Awards luncheon. Hotel Roosevelt, Grand Ballroom, New York City.

April 19-22—**1961 American Film Festival,** sponsored by Educational Film Library Assn. at Barbizon-Plaza Hotel, New York City.

April 20-21 — Pennsylvania AP Broadcasters Assn. Sheraton Hotel, Philadelphia.

April 20-22—American Assn. of Advertising Agencies annual meeting. The Greenbrier, White Sulphur Springs, W. Va. The annual dinner will take place on Friday evening, April 21.

April 20-22—Alabama Broadcasters Assn. spring convention. The Holiday Inn Riviera, Dauphin Island, Ala.

April 21-22—National Assn. of Educational Broadcasters, Region II (southeast) annual meeting. Hotel Thomas Jefferson, Birmingham, Ala.

April 22—**Intercollegiate Broadcasting System,** national convention. Carnegie Institute of Technology, Pittsburgh, Pa.

April 24—Annual meeting and luncheon, **The Associated Press Members.** Principal luncheon speaker: Secretary of Defense Robert S. McNamara. Waldorf-Astoria, New York City.

April 24—Deadline for return of nominations ballots for National Academy of Television Arts & Sciences Emmy awards competition.

*April 24-25—**Nebraska Broadcasters Assn.,** convention. Blackstone Hotel, Omaha.

April 24-28—U. of Florida third annual **Communications Week. Broadcasting Day,** April 24. Advertising Day, April 25. Other days devoted to photojournalism, print media and public relations. Gainesville, Fla.

April 25—American Marketing Assn., New York chapter marketing workshop: Management use of marketing research, advertising agencies. Lever House auditorium, New York, 4 p.m.

April 26-28—Seventh Region Technical Conference, Institute of Radio Engineers. Hotel Westward Ho, Phoenix, Ariz.

April 26-29—Institute for Education by Radio-Television, Deshler-Hilton Hotel, Columbus, Ohio.

April 27—**Georgia Assn. of Broadcasters,** management conference. Dinkler Plaza Hotel, Atlanta.

*April 28—**Arizona Broadcasters Assn.,** spring meeting. Wild Horse Ranch Resort, near Tucson.

April 28—**UPI Broadcasters of Massachusetts,** spring meeting. U. of Massachusetts, Amherst.

April 28—Deadline for entries in 15th annual achievement awards competition of the **Los Angeles Advertising Women Inc.** Open to women in 13 western states and western Canada. Entry blanks available from Los Angeles Advertising Women Inc., 4666 N. Forman Ave., North Hollywood, Calif.

April 28-29 — **Tennessee AP Broadcasters,**

memo to:
Dorothy Thornton

As any Lansing listener survey for the past four years will tell you, WILS dominates the market.

- Here's one reason why the Lansing market is worth buying:

COST PER THOUSAND

26¢

based on latest Hooper (see below) and latest SRDS Spot Radio (Mar. '61).

- Here's one example how we dominate the Lansing market:

HOOPER RATING

	WILS	OTHER AM STATION
M-F 7 am-noon	61.9	23.2
M-F noon-6 pm	60.6	18.8

C. E. HOOPER, JAN.-FEB. '61

16

RADIO WILS LANSING
1320

24 HRS/DAY
5000 WATTS DAYS
1000 WATTS NIGHTS

represented exclusively by
Venard, Rintoul and McConnell

SOONERS RUSH AGAIN IN 1961

KTUL-TV's 89er TREASURE RUSH in 1960 was a fantastic success . . . over 15,000 people rushed for $10,000 in prizes. This year the prizes, promotion, and enthusiasm have been doubled to make the 1961 celebration the biggest event in Tulsa and Oklahoma since the original land rush.

MEMBER OF THE Griffin BROADCAST GROUP

ktul-tv 8 TULSA

BILL SWANSON
V.P. & GEN. MGR.

REPRESENTED NATIONALLY by AVERY-KNODEL, INC., OR JIM BLACK, BOX 9697 TULSA, OKLAHOMA . . PHONE Hickory 6-6184.

MORE FLEXIBILITY . . . BETTER PERFORMANCE . . . HI QUALITY PICTURES with

Even inexperienced operators are getting excellent results with the new 880. Handles like a big camera; weighs 60 pounds. Designed and built by broadcasters for broadcast application. Especially suitable for newscasts . . . weather shows . . . product commercials and the like. Unusually low operating costs, as well as low original investment.

SARKES TARZIAN INC

east hillside drive • bloomington, indiana
edison 2-7251

Write for complete technical information Broadcast Equipment Division

radio news clinic. Nashville.

April 28-30—**Alpha Delta Sigma**, professional advertising fraternity, national convention. U. of Minnesota, Minneapolis-St. Paul.

*April 29-30—**UPI Broadcasters Assn. of Texas**, annual meeting. Baker Hotel, Dallas.

*April 30—**UPI Broadcasters of Missouri**, annual meeting. Governor Hotel, Jefferson City.

April 30-May 3—**U. S. Chamber of Commerce** annual convention, Washington.

MAY

May 1-31—**National Radio Month.**

May 1—**Deadline for submissions of 100-200 word abstracts and 500-1000 word detailed summaries of papers for the 1961 Western Electronic Show & Convention (WESCON).** Send to the attention of E. W. Herold, WESCON Northern California Office, 701 Welch Road, Palo Alto, Calif.

May 1-3—**Assn. of Canadian Advertisers.** Royal York Hotel, Toronto, Ont., Canada.

May 2-4 — **Electronic Components Conference.** Jack Tarr Hotel, San Francisco.

May 3—**Station Representatives Assn., Silver Nail Timebuyer of the Year Award** luncheon, Waldorf-Astoria Hotel, N. Y.

May 3-6—**American Public Relations Assn.** 17th annual convention. Hotel Shelburne, Atlantic City, N. J. The association's Philadelphia Forge will be host. The theme will be: "Analyzing Public Relations' Accomplishments Problems, Opportunities and Skills."

May 4—**American Tv Commercials Festival,** Hotel Roosevelt, New York City, all day.

May 4-5—CBS Television Network-CBS-TV Affiliates Assn., annual meeting. Waldorf-Astoria Hotel, New York City.

May 4-6—**Western States Advertising Agencies Assn.,** annual conference. Shelter Island Inn, San Diego, Calif.

May 4-7 — **American Women in Radio & Television,** national convention. Statler Hilton Hotel, Washington, D. C.

May 4-14—**Brand Names Week.**

*May 5—11th annual **Radio-Television Conference & Banquet** sponsored by Radio-Television Guild of San Francisco State College. At San Francisco State College.

*May 5-6—**U. of Wisconsin Journalism Institutes,** Wisconsin Center, Madison.

May 5-7—**National Assn. of FM Broadcasters,** Washington, D.C. Board of Directors meeting, May 5; annual business meeting, May 6; "FM Day," May 7.

May 7-10—**NAB annual convention. Sheraton Park and Shoreham Hotels, Washington.**

May 7-12—**Society of Motion Picture & Television Engineers,** 89th semiannual convention. King Edward Sheraton Hotel, Toronto, Canada. Theme will be "International Achievements in Motion Pictures and Television."

May 8-10—**National Aerospace Electronics Conference,** Institute of Radio Engineers. Biltmore & Miami Hotels, Dayton, Ohio.

*May 9—**Broadcast Pioneers,** 20th annual dinner. 7:30 p.m., Cotillion Room, Sheraton Park Hotel, Washington, D. C.

May 10—Deadline for return of final voting ballots in National Academy of Television Arts & Sciences annual **Emmy** awards competition.

May 11 — **Assn. of National Advertisers** Workshop on International Advertising, Hotel Plaza, New York City.

May 12 — **Connecticut Broadcasters Assn.,** annual meeting. The Waverly Inn, Cheshire.

May 12—Deadline for entries in Industrial Design Award Competition of Aug. 22-25 **WESCON.** Entry forms available from WESCON Business Office, 1435 S. La Cienega Blvd., Los Angeles 35.

May 12 — **Academy of Television Arts & Sciences,** Phoenix chapter. Second annual Emmy awards banquet. Backstage Club and Sombrero Playhouse, Phoenix.

May 13 — New York area **Emmy** awards telecast, WNBC-TV, 10:30-11:15 p.m.

May 13—**Illinois AP Radio-and-Television**

WAP-C32103-3/21/61-WASHINGTON: Though slight tra[illegible]evere Winter are still in the air, one-day-old Spring is [illegible]now its effect in the Capital. This full-blooming forsythia [illegible]e Capitol grounds is the subject of a camera study 3/21 by photographer Vince Finnegan. UPI TELEPHOTO grg

...this is FAX!

Note the high fidelity, sharpness, clarity and tone ranges of this Unifax facsimile newspicture reproduction.

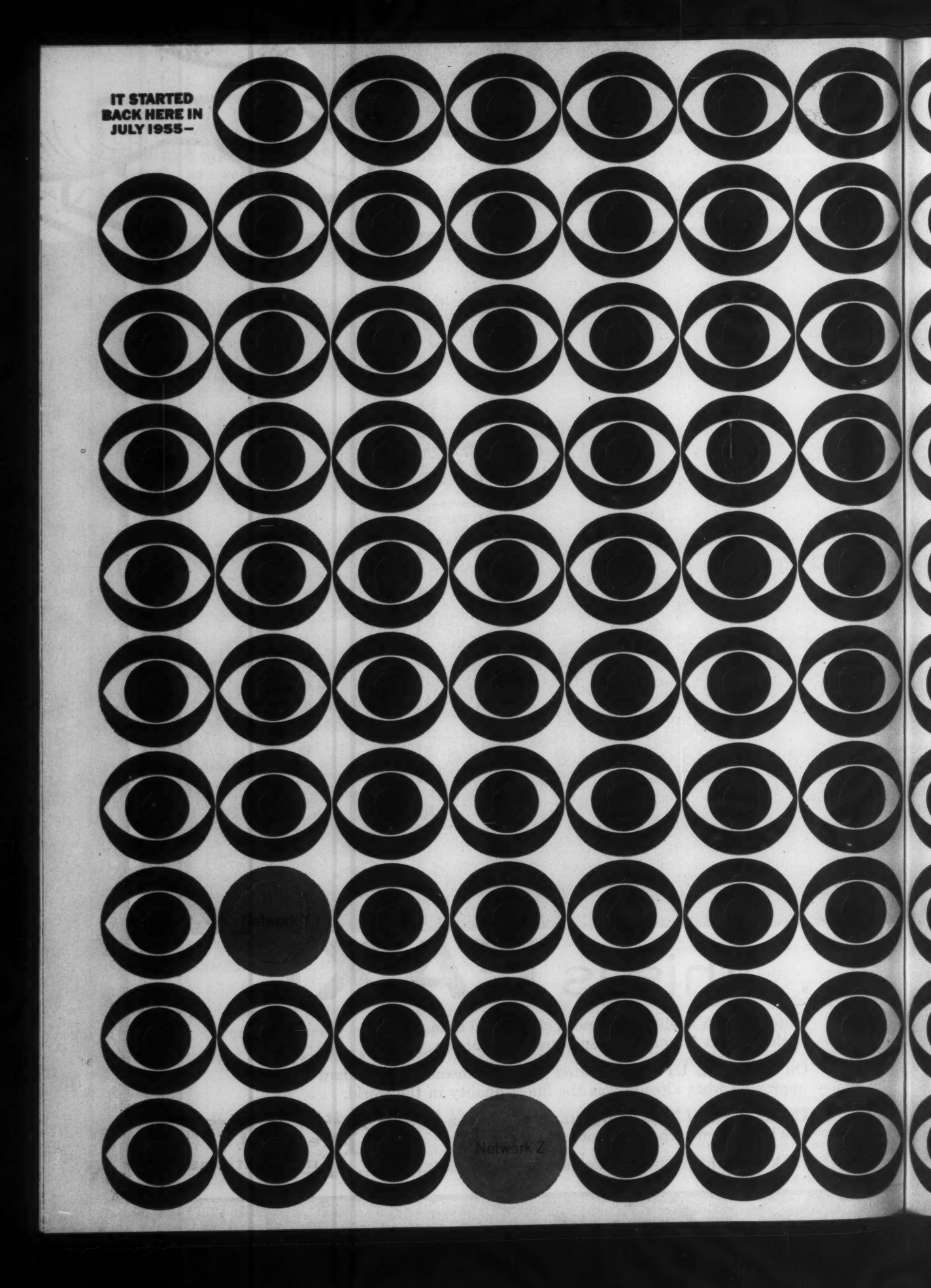
On March 21, UPI inaugurated a new transmission standard further improving what already was the finest quality in the world.

Unifax and UPI Telephoto pictures now have a zip you'll find in no other newspicture service.

Look at the highlights in those shadows!

United Press International

UPI NEWSPICTURES TELL THE STORY


IT STARTED
BACK HERE IN
JULY 1955–
Network Y
Network Z

—AND IT'S STILL GOING STRONG. This eye-catching pattern of audience leadership represents 136 consecutive Nielsen reports.* Interrupted only twice in 5½ years, it shows that one network consistently delivers the biggest average audience in television. CBS

*NATIONWIDE, 6-11 PM

the key to successful "automatic programming" is PROGRAMMING!

Every radio station operator knows it. That's why astute broadcasters are hailing the new automated radio programming by Magne-Tronics.

For Magne-Tronics top quality programming, on tape, consists of outstanding "name" musical productions from both sides of the Atlantic. Almost 80% of the music is popular and popular-concert, pleasingly balanced with symphonies, vocals and, of course, seasonal and holiday numbers.

PROGRAMMING WITH INFINITE VARIETY

Magne-Tronics music comes in ten 8-hour reels. A new reel added each month keeps the schedule fresh and exciting . . . continually builds your library. The interspersing system in the equipment enables stations to achieve infinite variety in the sequences of the numbers.

PROVED, FAMOUS-MAKE EQUIPMENT AVAILABLE

Specially designed, famous-make equipment (available, if required, through Magne-Tronics) provides continuous, trouble-free automated radio programming — including commercials and announcements.

Yes, with Magne-Tronics you get all the economies of automated broadcasting, **plus** radio programming that gives a lift to your schedule. And priced for economy-minded budgets!

Write today for full details . . . audition tape — and exclusive rights in your market.

*Be sure to look into the Magne-Tronics background music service which broadcasters are finding a valuable station asset. Exclusive franchises in preferred markets still available.

Magne-Tronics, INC.
49 West 45th Street, New York 36

In Canada: Instantaneous Recording Service, 42 Lombard St., Toronto 1, Ont.

Assn. Northwestern U., Evanston.

May 13-14 — Illinois News Broadcasters, spring convention. Otto Kerner, governor of Illinois, principal speaker. Northwestern U., Evanston.

May 15-27—International Festival of Television Arts & Sciences. Montreux, Switzerland. Schedule includes an international tv equipment trade fair and a contest judging of the best television musical variety program. The fair is being held under patronage of the Swiss Television Authority and the city of Montreux.

May 16—National Academy of Television Arts & Sciences, 13th annual Emmy awards presentation. NBC-TV, 10-11:30 p.m. (EDT), originating from New York and Los Angeles.

May 20 — California AP Television-Radio Assn., Paso Robles, Calif.

May 22-24—National Symposium on Global Communications, Institute of Radio Engineers. Hotel Sherman, Chicago.

May 25 — Chicago Unlimited salute to AFTRA. Grand Ballroom, Sheraton Towers Hotel, Chicago.

May 25-28—Federation of Canadian Advertising & Sales Clubs, 14th annual conference. Ottawa, Ont., Canada.

May 27-31 — Advertising Federation of America, annual convention. Statler Hilton Hotel, Washington, D. C.

JUNE

*June 2—Wyoming AP Broadcasters, convention. Plains Hotel, Cheyenne.

June 2-3—Industry Film Producers Assn. second annual convention and trade show. Hotel Miramar, Santa Monica, Calif.

June 3 — Florida AP Broadcasters Assn. Daytona Beach.

*June 3-4—Oklahoma AP Broadcasters Assn., meeting. DeVille Motor Hotel, Oklahoma City.

June 5-16 — International Communications Workshop, sponsored by World Commission for Christian Broadcasting, American Jewish Committee and several other religious groups. U. of Southern California, Los Angeles.

June 6—American Marketing Assn., New York chapter, marketing workshop: Management use of marketing research, companies. Lever House auditorium, New York, 4 p.m.

June 8-10—Marketing Executives Club of New York, annual seminar, Pocono Manor, Pa.

June 10—Florida UPI Broadcasters Assn. annual meeting. Pensacola.

June 11-23—AFA's third annual Advanced Management Seminar in Advertising & Marketing. Conducted by faculty members of Harvard Graduate School of Business Administration. Chatham Bars Inn, Cape Cod, Mass. Registration and tuition fee: $375. Application forms at AFA, 655 Madison Ave., New York.

June 12-15—World Conference on Missionary Radio, Third World Conference on Christian Communications. Concordia College, Milwaukee, Wis.

June 14-15—Institute of Radio Engineers, conference. Hotel Sheraton, Philadelphia.

June 14-16—Virginia Assn. of Broadcasters, annual meeting. Hotel Roanoke, Roanoke.

June 15-17—Florida Assn. of Broadcasters, annual convention. Seville Hotel, Miami Beach.

June 19-21 — American Marketing Assn.,

Advertising Federation of America 1961 Conventions

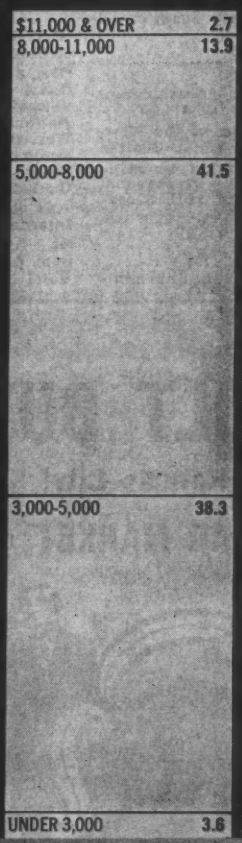
April 6-7—AFA 1st district convention. Sheraton-Biltmore Hotel, Providence, R. I.
April 13-16—AFA 4th district convention. Dupont Plaza Hotel, Miami.
April 21-22—AFA 9th district convention. Savery Hotel, Des Moines, Iowa.
May 27-31—AFA 5th annual convention. Sheraton Park Hotel, Washington, D. C.

FOCUS ON THE RIGHT INCOME AND EDUCATION...

In 1960 ARB reported – WNEW-TV reaches 100% of the greater New York market! Now, in a special qualitative study, ARB reports that the audience of independent WNEW-TV is comparable in terms of Income and Education to the audience of the leading network television station in New York.

WNEW-TV 5
METROPOLITAN BROADCASTING

INCOME–HEAD OF HOUSEHOLD



EDUCATION–HEAD OF HOUSEHOLD

COLOR

Here are the next 10 days of network color shows (all times are EST).

NBC-TV

April 4-7, 10-12 (6-6:30 a.m.) **Continental Classroom** (modern chemistry), sust.

April 4-7, 10-12 (6:30-7 a.m.) **Continental Classroom** (contemporary math), sust.

April 3-7, 10-12 (10:30-11 a.m.) **Play Your Hunch**, part.

April 3-7, 10-12 (11-11:30 a.m.) **The Price Is Right**, part.

April 3-7, 10-12 (12:30-12:55 p.m.) **It Could Be You**, part.

April 3-7, 10-12 (2-2:30 p.m.) **The Jan Murray Show**, part.

April 3-6, 10-12 (11:15 p.m.-1 a.m.) **The Jack Paar Show**, part.

April 5, 12 (8:30-9 p.m.) **The Price Is Right**, Lever through Ogilvy, Benson & Mather; Speidel through Norman, Craig & Kummel.

April 5 (9-10 p.m.) **Perry Como's Kraft Music Hall**, Kraft through J. Walter Thompson.

April 6 (9:30-10 p.m.) **The Ford Show**, Ford through J. Walter Thompson.

April 7 (9-10 p.m.) **Sing Along with Mitch**, Ballantine.

April 8 (10-10:30 a.m.) **The Shari Lewis Show**, Nabisco through Kenyon & Eckhardt.

April 8 (10:30-11 a.m.) **King Leonardo and His Short Subjects**, General Mills through Dancer-Fitzgerald-Sample.

April 8 (7:30-8:30 p.m.) **Bonanza**, RCA through J. Walter Thompson.

April 9 (6-6:30 p.m.) **Meet the Press**, co-op.

April 9 (7-8 p.m.) **The Shirley Temple Show**, RCA through J. Walter Thompson, Beechnut through Young & Rubicam.

April 9 (9-10 p.m.) **The Chevy Show**, Chevrolet through Campbell-Ewald.

national conference. Ambassador Hotel, Los Angeles.

June 20-22 — Catholic Broadcasters Assn. annual meeting. Calhoun Beach Hotel, Minneapolis-St. Paul, Minn.

***June 23-24—Maryland-D. C. Broadcasters' Assn.**, summer meeting. Ocean City, Md.

June 25-29 — National Advertising Agency Network, annual management conference. Broadmoor Hotel, Colorado Springs, Colo.

June 25-29—American Academy of Advertising, annual convention. U. of Washington, Seattle.

***June 25-29—Advertising Assn. of the West**, annual convention. Olympic Hotel, Seattle.

June 26-28—National Convention on Military Electronics. Sponsored by Professional Group on Military Electronics, IRE. Shoreham Hotel, Washington, D. C.

JULY

***July 1—Chicago Publicity Club**, 20th anniversary celebration. J. Leonard Reinsch, Cox Stations and radio-tv advisor to President Kennedy will be principal speaker. Mayfair Room, Sheraton-Blackstone Hotel, Chicago.

July 10 — Wisconsin Broadcasters Assn. Plankington Hotel, Milwaukee.

July 10-12—National Assn. of Television & Radio Farm Directors convention, Shoreham Hotel, Washington, D. C.

July 10-28—Three week summer workshop on Television in Education, U. of California at Los Angeles.

AUGUST

Aug. 11-12—Texas Associated Press Broadcasters Assn., fourteenth annual meeting. Hotel Lincoln, Odessa, Tex.

Aug. 22-25—1961 Western Electric Show & Convention. Cow Palace, San Francisco.

SEPTEMBER

***Sept. 15-17—Michigan Assn. of Broadcasters** fall convention and business meeting. Hidden Valley, Gaylord, Mich.

***Sept. 27-30—Radio Television News Directors Assn.**, annual convention. Statler Hilton Hotel, Washington, D. C.

OCTOBER

***Oct. 3-4—Advertising Research Foundation** conference, Hotel Commodore, N. Y.

***Oct. 8-18—International seminar on instructional television**, sponsored by **Purdue U.** in cooperation with UNESCO and the U.S. National Commission for UNESCO, Dr. Warren F. Seibert, Purdue professor, is seminar director; James S. Miles, Purdue Television Unit, is associate director. Purdue U., Lafayette, Ind.

***Oct. 9-11—National Electronics Conference**, International Amphitheatre, Chicago.

***Oct. 10-13—Audio Engineering Society**, annual fall conference and technical exhibit. Hotel New Yorker, New York.

REACH the ADULT BUYING

audience of Greater Kansas City!

1½ BILLION DOLLAR MARKET

WITH

Simulcasting Beautiful Music!

The distinctive, sparkling "sound" of Kansas City's only Beautiful Music Stations holds the mature adult listening audience.

Commercial Limitation: 12 Announcements per hour

Represented by:
VENARD, RINTOUL & McCONNELL, Inc.

Owned by **Public Radio Corp.**

KIOA	KBEA/KBEY-FM	KAKC
Des Moines	Kansas City	Tulsa

AT YOUR BECK and CALL LETTERS

RICHARD H. ULLMAN, INC. IS RADIO'S HOUSE OF SOUNDSMANSHIP.

To acquire Soundsmanship your station needs jingles with a capital J. That's why Ullman distributes more quality station JIngles than anybody. Ullman has JINgles for every program format. Quality JINGles that purr . . . or swing . . . or beat with rhythm that makes a tom-tom's tattoo sound like a tinkle. JINGLes customized completely for you. JINGLEs of every variety. F'rinstance:

GOLDEN ERA JINGLES. Special lyrics paraphrasing all-time best sellers of the Golden Era of great bands . . . arrangements matching the bands' own styles . . . Glenn Miller's *In the Mood*, Sammy Kaye's *Daddy*, Tommy Dorsey's *There Are Such Things*, Benny Goodman's *Why Don't You Do Right?* Dozens of others. Built-in, instant recognition that'll have listeners humming your call letters.

JET JINGLES. Short (8 to 10 second average), hard-hitting, attention-grabbers with a rocking beat-beat-beat.

SWING-WESTERN. Nothing hoe-downish about these. Modern, pulsing jingles with just the right sorghum, country-western flavor.

SWINGING RADIO. Specially tailored for high-speed stations programming top record sellers with today's dynamic sound.

SOUNDSATIONAL. Every jingle built around the SOUNDSATIONAL slogan. Strictly up tempo on the logo.

Ullman has many more, and more coming. Listen to our two brand new packages at the NAB Convention in May. One for good music stations. One for Formatic stations. And new, tailored packages every two months.

Call your Ullman-man. He'll tell you all about SOUNDSMANSHIP . . . Jingles . . . THE BIG SOUND and Spotmaster tape cartridge equipment. Or give Marv Kempner a jingle in New York at PLaza 7-2197.

RICHARD H ULLMAN, INC.

Marvin A. Kempner, Executive Vice President
1271 Avenue of the Americas, New York

SOUNDSMANSHIP

GOLDEN ERA, SOUNDSATIONAL AND SWING-WESTERN JINGLES ARE PRODUCED BY IMN PRODUCTIONS; SWINGING RADIO BY EV WREN PRODUCTIONS; JET JINGLES BY EISEMAN MUSIC CO.

EXCLUSIVE DISTRIBUTION, RICHARD H. ULLMAN, INC., A DIVISION OF

THE PETER FRANK ORGANIZATION, INC.

HOLLYWOOD / NEW YORK

What's this got to do with your time buy in this market? Just this: We've always felt advertisers on this station deserve expert technical handling of commercial material, on film, live or film in combination with local-live tags. That's why KJEO-TV. is famous in Central California for its engineering skills, top announcers, its overall campaign for an "Air Time Corporate Image"—and this means confidence your time buys on KJEO-TV get selling attention from experts.

our ratings? We've Got Them!

Check with your nearest H-R representative

our network affiliation? abc Of Course!

KJEO

CHANNEL 47

Fresno, California

OPEN MIKE ®

Complete & accurate

EDITOR: We are extremely pleased with the story which appeared in BROADCASTING about our organization (BROADCAST ADVERTISING, March 20). It was a splendid job . . . complete and accurate. . . . —*Gerald Auerbach, President, Advertising Radio & Television Services Inc., New York.*

Extremely pleased

EDITOR: . . . We are extremely pleased with the article (PROGRAMMING, March 20) and the fine manner in which it was presented in BROADCASTING. . . . —*Jim Ameche Jr., Manager, Jim Ameche Productions Inc., Sepulveda, Calif.*

Outstanding support

EDITOR: As we draw to the close of our March campaign, we find that once again we are indebted to our friends at BROADCASTING for their outstanding support. It was most heartening to see the Red Cross radio-tv ad displayed so prominently.

Success in the 1961 campaign is vital if we are to keep pace with the mounting demands for Red Cross services, which seem to increase every day. Your generous help has bolstered the determination of everyone in the Red Cross. . . . —*Alfred M. Gruenther, President, American National Red Cross, Washington.*

An old friend

EDITOR: . . . I was discussing "Career Opportunities in Broadcasting" with a group of students at Webster Groves (Mo.) High School March 20. One of the students asked, "How can we find out what's happening in broadcasting currently?" and . . . I blurted out, "by reading BROADCASTING and other trade publications."

This gave me occasion to think back to 1946, when I was a junior in high school, for this is the time of my initial contact with BROADCASTING. I don't remember if it was available on newsstands at the time or if I "borrowed" recent copies from local Milwaukee radio stations.

Then there was the time in February 1949 when my teen-age survey activi-

Time salesmen to pick Silver Nail winner

Time salesmen will have a chance now to vote for their favorite agency customer. The Station Representatives Assn. committee planning the annual "Silver Nail Timebuyer of the Year" Award has sent out ballots, and the media specialist polling the most votes will get the accolade (named for Frank Silvernail, retired BBDO executive) May 3 at an all-industry luncheon to be held at the Waldorf in New York.

Committeemen working with chairman Frank E. Pellegrin (l), vice president of H-R Television Inc., on the fourth annual Silver Nail award include Marie Janice (c) of Cunningham & Walsh and T. J. McDermott (r), N. W. Ayer & Son vice president. Others (not shown) are Robert Foreman, BBDO executive vice president, creative services; Jayne Shannon, broadcast media supervisor of J. Walter Thompson, and Lawrence Webb, managing director of SRA.

SEVEN ARTS "FILMS OF THE 50's" SWEEP ST. LOUIS RATINGS FOR JANUARY-FEBRUARY PERIOD

SATURDAY NIGHT JAN.-FEB.
ARB AVERAGE RATING—10:00-11:45

	RATING	SHARE
KSD (Gold Award Theatre) Showing "Films of the 50's"	22	46%
Station "B"	18	37%
Station "C"	6	13%
Station "D"	2	4%

The overwhelming superiority of Warner's "Films of the 50's" was demonstrated during the January 6-February 2 survey period in St. Louis. During this time, these Seven Arts feature films were telecast exclusively over KSD's "Gold Award Theatre" sponsored by Beautyrama, Inc.

They scored their high rating against two other feature film programs.

Beautyrama will continue to sponsor the "Gold Award Theatre" and will continue to telecast the Seven Arts' "Films of the 50's."

These recent films from Warner's library of big-star hits do as well against top network shows as they do against other feature films. Example: KTVU in San Francisco on Sunday night scored a smashing 36.2 share of audience, higher by 50% than the next best station, against such tough competition as Shirley Temple, Lassie, Dennis the Menace, Walt Disney and Maverick.

Warner's Films of the 50's . . . Money makers of the 60's

SAA

SEVEN ARTS ASSOCIATED CORP.

NEW YORK: 270 Park Avenue	YUkon 6-1717
CHICAGO: 8922-D La Crosse, Skokie, Ill.	OR 4-5105
DALLAS: 5641 Charlestown Drive	ADams 9-2855
BEVERLY HILLS: 232 Reeves Drive	GRanite 6-1564

For list of TV stations programming Warner's Films of the 50's see Page One SRDS (Spot TV Rates and Data)

PULSE
announces
KUDL
#2
IN KANSAS CITY
LATEST INDEX RQ REPORT
Mon. thru Fri., 12 Noon to 5 P.M.
IRV SCHWARTZ
V.P. & Gen'l Mgr.
ADAM YOUNG
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Now on 170
TV STATIONS
after 11 years more popular than ever!
Faith for Today – America's oldest church-sponsored telecast is still growing. This public service one-half hour program is currently being televised on 170 stations in United States, Canada, Australia, Nigeria, Philippine Islands, etc.
FOR ALL FAITHS – practical religion is emphasized rather than theology.
VARIED FORMAT – Dramas, interviews and all music programs.
POPULAR – Up to 9000 letters are received each week in the New York office.
This family telecast is available on a weekly basis without charge. For further information
WRITE TO:
DIRECTOR OF STATION RELATIONS
FAITH FOR TODAY
108-43 71st Avenue, Forest Hills 75, New York

ties made it as the "Feature of the Week."

That's why I think I would be remiss if I didn't advise all aspiring broadcasting-ites to read BROADCASTING, and the current issue will definitely be included in our Career Day program package.—*Michael Ruppe Jr., Director of Promotion, WIL St. Louis.*

WLOL image promotion

EDITOR: The article on station image (BROADCAST ADVERTISING, Feb. 20) had more than the usual interest for us. We thought the points were extremely well taken and provided much food for thought—plus a second look at the guideposts at the station level.

By coincidence, we had on the drawing boards at the time and ready to go for March a promotion which seemed to fit some of the elements needed for creating station image. I refer particularly to environment provided by the station and local market information not available in standard syndicated services. . . . —*Jim Scanlon, Promotion Director, WLOL Minneapolis.*

Fm response

EDITOR: May we add our congratulations and praise for your comprehensive article on fm broadcasting (PERSPECTIVE' 61, Feb. 20). If reprints are available, may we have about a dozen copies. . . .?—*Sid Roberts, Manager, WFMF (FM) Chicago.*

EDITOR: It was good to see that the fm picture is bright on a national scope. Your article was encouraging, and will be of help in selling fm in our market, where we are a pioneer station. Please send 10 reprints. . . .— *William T. Watrous, Account Executive, WYAK (FM) Sarasota, Fla.*

EDITOR: Please send us 10 reprints of Joseph A. Castor's article on the North American Van Lines success story (MONDAY MEMO, March 6). Also send 15 reprints of the fm article (PERSPECTIVE '61, Feb. 20). . . . —*H. P. Morgan, KCMB-FM Wichita, Kan.*

Additional charges

EDITOR: Thank you very much for announcing the availability of our manual, "Producing Your Educational Television Program" (THE MEDIA, March 20). We have had many inquiries about it already. . . .

We find, however, that we must ask a $2.50 charge instead of the $1 you indicated. We are sure that the source of your information was not aware of the additional printing and handling charges. . . . —*C. Edward Cavert, Assistant Manager for Operations, Mohawk-Hudson Council on Educational Television, Schenectady, N. Y.*

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MONDAY MEMO

from ROBERT J. WARD, president, Ward, Frojen Adv., L.A.

The client's business is different but does he dare to be?

"Our business is different" is the age-old cry that generally emits from a client who is reluctant about changing time-tried (and often stagnant) methods or accepting a newfangled approach to an old problem. This rather unstartling statement is the basis for my 1,000 to 1,100 words today.

In recent years, the population revolution in the West has produced some interesting trends in certain industries. One particularly affected is the savings and loan industry.

As a result of the tremendous population increase in California in recent years, there came a correlatively increased demand for home loans. As a result, the demand for money became acute. Savings and loan associations began to expand, most adding branches in various sections of the city. The demands for money to loan made the business extremely competitive.

Seemingly overnight, motivational research studies went out the window. A razzle-dazzle, wide open appeal for the saver's dollar became the theme of virtually all of the savings and loan companies in the Los Angeles area. Pots, pans, dishes, pens, plants, free trips to Hawaii, all were offered to lure savings dollars through the door.

Follow the Crowd? ▪ What, then, were we to do when our client, Lincoln Savings and Loan Association, a one-location firm, was hesitant about changing its conservative approach, yet had to seriously consider jumping into the premium business with its competitors. They told us, "our business is different" but on the other hand, unless you can come up with something new, exciting, but conservative, we may have to resort to the same tactics as our competition.

This was a rare opportunity. Generally, firms operating in the financial field are reticent about advertising in media other than newspapers. Some take an occasional fling in radio or television; these sporadic adventures, however, usually are tied to a news show or random spots.

In our opinion, all the elements to establish a contrasting campaign were at our disposal. We felt a message of dignity would be heard in the crash and din of Lincoln Savings' competitors. Research, (which we did not throw out the window) indicated that there is a deeper and more *real* reason why people save money, not just the immediate "premium" benefit.

An image of dignity, strength, dedication to the saver's needs was adopted as our theme. We counted on consumer appreciation to make our approach pay off. The desired approach was simple to attain. The name "Lincoln" lends itself to the approach we had in mind. Now the selection of media became the paramount problem. Should we recommend that the client try to compete in newspapers with the giveaway associations?

No, no, a thousand times, no!

Low Key ▪ An image such as we would try to convey demanded a personal soft sell. Television has the close-to-personalized-salesmanship advantage we were looking for. Now the vehicle.

Those who have tried to find good local programming at a cost suitable to a local client's budget will recognize the problem. Conservative and prestige-conscious Lincoln Savings in Los Angeles was an account that required a truly unique type of television presentation. All the television stations in this market were informed of Ward, Frojen Advertising's attitude and philosophy toward the Lincoln Savings problem. We at Ward, Frojen felt it absolutely necessary that the various television representatives be completely aware of our entire campaign approach so we could avoid unnecessary screenings and presentations.

CBS's KNXT (TV) Los Angeles presented us with a rather different and challenging idea.

KNXT had taken one of the great plays, "Candida" by George Bernard Shaw, and scripted it to a 90-minute production. Frankly, I went to the screening with tongue in cheek, fully realizing that never before had a local station been successful in producing a show of this type with any degree of professional skill. To my surprise, "Candida" was a delightful show, done in such a highly professional manner that it stood out from existing programming in the Los Angeles market.

Now our campaign was complete. We had a vehicle of network stature, one to allow us to sell our sound, conservative wares to the appreciative consumer.

Accepts ▪ Lincoln Savings accepted our presentation and give us wholehearted support.

We selected Jan. 1 as the date best suited for the start of our campaign. It was appropriate that "Candida" be aired on this same date. Our faith in the contrast campaign, and specifically in the 90-minute special, was rewarded. By Jan. 5, thousands of letters poured into our client's office. "Bravo," "more," "congratulations," "good taste," "excellent use of commercial time" (all soft sell) are just some of the words contained in cards and letters. The television critics also gave the show excellent notices.

More important, our client felt the results at its place of business. So much so that we have purchased on Lincoln Savings' behalf four more 90-minute specials for the remainder of this year. Lincoln Savings demonstrated further confidence in approving our recommendation to sponsor a series of 26 episodes of *Life With Father*, a re-run.

Our success with this approach has caused many a competitor, both client and agency, to look closer at his efforts. There is a great feeling of pride and accomplishment when another agency-man walks up and says, "Your client's advertising is the best we've seen in this field." You bet our client's business is "different," and I'm glad Lincoln Savings is an advertiser willing to let us prove it.

Robert J. Ward started his career as a publication representative shortly after graduating from the University of Southern California in business administration. He saw service in World War II and Korea as an Air Force officer. In 1953, he became vice president in charge of television of the now-retired California Advertising Agency. After joining Compton Advertising Inc. (Los Angeles) for one year, he left to start Ward, Frojen Advertising Inc. with long-time friend Robert C. Frojen.

she surveys. A gracious hostess waiting for her guests to arrive. The interesting and the interested will both enjoy the company of a "Metropolitan personality."

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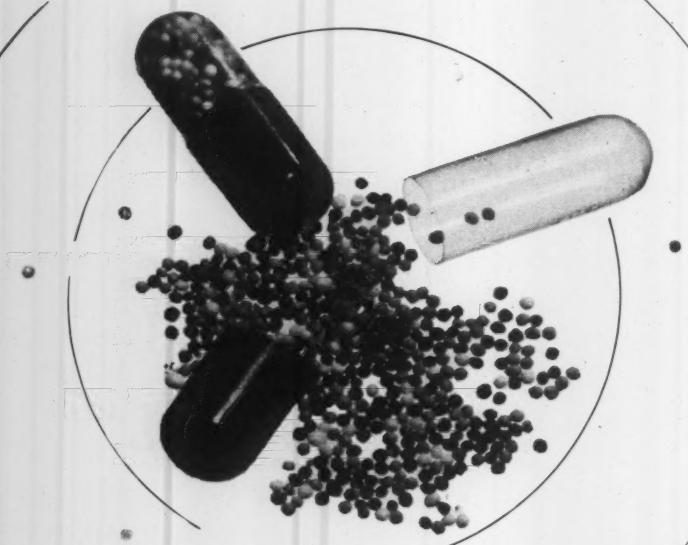

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Now the hundred-odd member-stores of the Richmond Pharmaceutical Association give featured display and extra sales push to products advertised on **WXEX-TV!** Buy **WXEX-TV** — first in Richmond and Central Virginia with the biggest **adult** audience, and first in merchandising with CCA, food chains, drug chains...and now a hundred-odd independent druggists. Buy **WXEX-TV** and sell!

WXEX-TV NBC

RICHMOND, VIRGINIA

NBC-TV Basic: Tom Tinsley, President; Irvin Abeloff, Vice President. **NATIONAL REPRESENTATIVES: Select Station Representatives** in New York, Baltimore, Washington and Philadelphia; **Adam Young** in Boston, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Minneapolis, Milwaukee, Cincinnati, Cleveland, Pittsburgh and Seattle; **James S. Ayers** in the South and Southwest.

BROADCASTING
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April 3, 1961 Vol. 60 No. 14

THE DAM BREAKS IN STATION SALES

The FCC blesses multi-million WSAZ-AM-TV, KVOS-TV purchases, has $64 million more to pass on; WNTA-TV bidding still active

The station sales market suddenly came alive last week after a do-nothing period of several months.

In all that time, major station property sales have been negotiated, but seemingly were left vegetating in the FCC's files.

Last week the commission approved two ownership changes involving an aggregate $8 million in financial considerations, the first of any size approved by the FCC since November.

They were the purchase of 89% of WSAZ-AM-TV Huntington, W. Va., by WJR Detroit for $5.4 million and of KVOS-TV Bellingham, Wash., by Wometco Enterprises Inc. for $3 million.

In the background, with bids being made almost daily and all spiraling upward, was WNTA-TV, the ch. 13 independent in New York put on the block publicly last February.

The latest offer of $8.4 million comes from Ely Landau former chairman of National Telefilms Assoc., for the whole NTA broadcasting package—WNTA-AM-FM-TV. The offer is being given serious consideration by NTA officials, it has been reported.

The returning market in station sales—and it's the consensus of brokers and station lawyers that last week's FCC actions may herald the breakup of the log jam—faces two major threats:

▪ The FCC has announced that it's thinking about placing a three-year holding period on all licenses. This would mean an automatic hearing on the sale of any station the owner has held for less than three years.

▪ And last week the commission caused a tremor through the industry by announcing it's going to look into the possibility of recapturing a vhf channel in both New York and Los Angeles for educational use. Behind the scenes there was a rumor some members of the commission want to extend this inquiry into all major markets without an educational vhf assignment.

Blind Man's Buff ▪ It's speculated that the method—if a majority of the FCC agrees—would be to designate the first station up for sale as "it." The damper this would put on major market station sale transactions is obvious.

Notwithstanding the FCC's action last week there are still pending in its files applications for station sale approvals that add up to a significantly substantial $64 million (see story page 35).

This is more than half the total consideration involved in all sales approved by the commission in 1960.

Those still awaiting the word from the FCC include such over-$10-million transactions as Crowell-Collier's pur-

A SEVEN-YEAR RECORD OF STATION TRADING

Dollar volume of trading

	Total	Radio Only	Combined Radio-Tv	Tv Only
1954	$ 60,344,130	$ 10,224,047	$ 26,213,323	$ 23,906,760
1955	73,079,366	27,333,104	22,351,602	23,394,660
1956	115,605,828	32,563,378	65,212,055	17,830,395
1957	124,187,560	48,207,470	47,490,884	28,489,206
1958	127,537,026	49,868,123	60,872,618	16,796,285
1959	123,496,581	65,544,653	42,724,727	15,227,201
1960	99,341,910	51,763,285	24,648,400	22,930,225
Totals	$723,592,401	$285,504,060	$289,513,609	$148,574,732

Note: Dollar volume figures represent total considerations reported for all transactions, whether majority or minority interests were involved. In many transactions involving joint radio-television properties, individual values were not assigned to the radio and television stations. Such sales are reported in the column headed "Combined Radio-TV"

THE DAM BREAKS IN STATION SALES continued

chase of WMGM New York; Metropolitan Broadcasting's buy of KMBC-AM-FM-TV Kansas City plus KMOS-TV Sedalia and KFRM Concordia, Kan.; Storer's purchase of WINS New York; Veterans' purchase of WROC-TV Rochester, N. Y. (and the corollary sale of its half share in ch. 10 to Gannett Publishing Co.).

And, withal, there's the multi-million dollar transaction between NBC and RKO General involving broadcast holdings in Philadelphia, Boston, Washington and San Francisco.

Approved Sales ▪ Financial considerations of over $8 million were involved in FCC approvals last week of ownership changes in two major broadcast properties.

They are the sale of WSAZ-AM-TV Huntington, W. Va., to WJR Detroit, the latter paying $5.4 million for the remaining 89% interest; and the sale of KVOS-TV Bellingham, Wash., to multiple broadcaster-amusement-vending firm Wometco Enterprises Inc.

The Huntington transfer marked the first complete change in the ownership of the pioneer West Virginia broadcasting station and the emergence of veteran WJR into multiple tv ownership.

WJR bought the 89% interest in WSAZ-AM-TV from the Huntington Publishing Co. (*Huntington Herald-Dispatch* and *Advertiser*). This marks the second tv station ownership by WJR; the first was won in a long comparative hearing for ch. 12, now WJRT (TV), in Flint, Mich.

WJR bought the other 11% interest in the Huntington stations in January, paying $673,750. This interest originally was held by Mrs. Eugene Katz, wife of the president of the Katz Agency Inc. who paid $114,533 for the block in 1952.

WSAZ, which began operating in 1939, is on 950 kc with 5 kw. WSAZ-TV, on ch. 3 began in 1949. Both are affiliated with NBC.

The 50-kw WJR (on 760 kc) is owned principally by the heirs of George A. Richards. John F. Patt is chairman and Worth Kramer president.

Jump West ▪ Wometco paid $3 million for the ch. 12, CBS-affiliated outlet in Bellingham. Wometco is based on WTVJ (TV) Miami, and also owns WLOS-AM-FM-TV Asheville, N. C., and 47.5% of WFGA-TV Jacksonville, Fla. The company owns movie theatres in Florida and food and drink vending franchises and amusement enterprises in Florida and the Bahamas.

KVOS-TV began operation in 1953. It was owned by Rogan Jones and associates. Mr. Jones is the principal owner of a group of west coast fm stations, International Good Music Stations Inc.

As part of the financing for the Bellingham acquisition, Wometco plans to borrow $2 million from the Prudential Insurance Co.

There was only one dissent to the Wometco purchase—by Commissioner Robert T. Bartley. Mr. Bartley consistently has argued that hearings should be held when a multiple owner acquires additional broadcast properties.

Scope Countrywide ▪ The negotiations for the sale of WNTA-TV New York touched off developments with ramifications last week in New York, Beverly Hills, Washington, D. C., and New Jersey, but one significant (and overlooked) sidelight is this: not one of the industry's multiple-station owners, a tribe known to station brokers as "the sophisticates," has expressed serious interest in purchasing the station, though it has been on the market since mid-February.

This is not to say the station hasn't had active seekers. Bids have been made by Ely A. Landau, board chairman, amounting to $8.4 million for both WNTA-TV and WNTA-AM-FM; producer David Susskind, acting for Paramount Pictures Corp., totaling $6.6 million for WNTA-TV and accounts recievable; a civic group, working through the National Educational Television & Radio Center, amounting to $5.5 million for WNTA-TV alone. Late last week a New Jersey civic group, which

Will new FCC policies end bull market in

The bull market in tv station sales of recent years may be drastically curtailed by an FCC notice of inquiry released last week and—more importantly— by the thinking behind the notice.

Such a result could be an unintended by-product of the commission's action in asking for comments on "methods" by which one of the seven commercial vhf stations in Los Angeles and New York could be made available for educational television. It would have the effect of "freezing" present ownership of tv stations in the two cities and other major markets which do not presently have an operating educational station.

These were the opinions expressed by several individuals in Washington close to the situation, including a station broker.

In asking for comments on its notice, the FCC pointed out that New York and Los Angeles, the first and third U. S. markets, are without educational tv. "This lack is all the more regrettable in view of the abundant resources available in both these cities for educational tv programming and the fact that over 13% of the total population of the country resides within the service area of the [14] commercial vhf stations operating in those cities," the commission said. The agency continued:

"In view of the incalculable benefits which non-commercial educational services could bring to the vast populations in both the Los Angeles and New York areas, the commission believes it urgently desirable in the public interest to inquire into available means by which it could enhance the opportunities for the provision of such services, and in particular to assess the possibilities for attaining this objective by making available for non-commercial, educational broadcasting one of the seven vhf channels in each of those areas now used for commercial broadcasting."

Comments, which are due May 1, were invited as to the methods by which etv could obtain a vhf channel in New York and Los Angeles "and the bases on which it would be appropriate to select the channel to be so reassigned and reserved." Rule-making and renewal and sale hearings were mentioned prominently as "methods."

At This Time ▪ The inquiry is confined to the two cities "at this time," the commission said, because in all other cities with four or more vhf channels (except Washington) there already is a suitable etv allocation.

A hidden threat which it was felt would curtail station sales was a proposal before the commissioners to bring etv into the picture in the proposed transfer of any vhf station in the largest markets which do not presently have an etv station. It would specify that hearings be scheduled on such transfers to include the question of a possible reallocation of the channel in question to educational tv. This course of inquiry was tabled in favor of the action announced.

With the new chairman a strong advocate of the advancement of etv, it was pointed out that there is nothing to prevent the commission from taking such an action in some future sales. This, it was felt, is the strong deterrent which could cause both the seller and buyer in such a circumstance to think twice before entering into a contract.

claimed to have "Wall Street support," announced it plans to make an offer shortly.

But conspicuous by their absence were bids for a tv station in the richest market in the country from such station group operators as Corinthian, Westinghouse Broadcasting and Time Inc. Stations.

What They Say ▪ A check of station brokers and officials of station group operators reveals that their disinterest in WNTA-TV boils down to this: they think it would be difficult to operate an independent station in the highly competitive New York market, where there are three network stations and three formidable independent outlets. Their consensus: WNTA-TV was low man on the totem pole, economically, and the investment needed to buy the station and then to program it with the "block-buster" shows necessary to compete effectively would be "astronomical" and "uneconomical."

It's known certain group owners occasionally have been approached by WNTA-TV management, but they have shown apathy toward negotiating a deal. One station broker commented: "It makes no sense for a 'sophisticated' group owner, who can make money with a network affiliation in a two-or-three-station market, to pour his money into an independent, particularly WNTA-TV, in a seven-station market. Ordinarily, a New York outlet would be desirable—but not in this situation."

Obviously, Messrs. Landau, Susskind and other current commercial bidders disagree.

The decision to sell WNTA-TV as well as WNTA-AM-FM was made at an NTA board meeting Feb. 16 for the declared purpose of reducing the company's short-term indebtedness, said to total about $6.5 million. Mr. Landau resigned as NTA board chairman at that time to bid for the broadcasting properties.

Industry observers claim WNTA-TV and its predecessor station, WATV-(TV), have been "consistently a losing proposition." Oliver A. Unger, who succeeded Mr. Landau as board chairman, acknowledged last month that WNTA-TV operated at a loss until the fall of last year but said it's "now in the black."

NTA bought WNTA-AM-FM-TV in 1958 for $2,555,000, plus assumption of $455,000 in debts, from Irving R. Rosenhaus and family.

NTA had a gloomy financial picture in the last fiscal year, which ended Sept. 30, 1960. The company showed a net loss of more than $7 million. Such losses and NTA's decision to sell its broadcast properties have been questioned by some stockholders (see page 54).

The bidding for WNTA-TV has received extensive coverage in New York newspapers, and the *Times*, in an editorial last week, urged that the station be converted into an educational tv outlet. Similarly, the *World-Telegram & Sun* started publication last Thursday of a series of feature articles on the need for an educational tv channel in the New York area. In an unusual move, WMCA New York also started a series of radio editorials supporting the move.

broadcast property sales?

One spokesman said that there is a "real danger" in the Los Angeles-New York inquiry. "Once they start such a practice, it will be expanded," he said. 'We can only guess what they are trying to do." He stressed that such an inquiry will freeze present tv ownership not only in the two markets but in others where there is full network service and no etv outlet. The practice, he felt, is approaching the Avco situation which was expressly prohibited in the 1952 amendments to the Communications Act.

Commissioner Robert E. Lee, the lone dissenter to the inquiry, agreed that it will tend to curtail station sales and said that it is inconsistent with the commission's uhf project in New York. He also expressed the fear that many educational groups ready to move into uhf now will play a waiting game with the expectation of getting a more desirable vhf channel. Washington was cited as an example.

Special Meetings ▪ Chairman Newton N. Minow was the prime mover in issuing the notice and first presented his ideas to the commission formally early last week. Two special meetings, with only the commissioners present, were held prior to the regular Wednesday meeting at which final approval to the inquiry as issued was given.

"I can think of few situations where there is a greater necessity for protecting the public interest" than in educational tv, the chairman stated.

The present status of ch. 13 WNTA-TV Newark-New York was not mentioned in the official inquiry but commission sources admitted that it played a role in their discussions and that it was a motivating factor. "Now seemed to be a good time to press the issue," it was stated.

WNTA-TV is actively seeking buyers and several bids have been received, including one for $5.5 million from New York educators (see separate story, page 33).

When the present WNTA-TV licensee, National Telefilm Assoc., purchased ch. 13 (then WATV [TV]) in 1957 New York educators requested rulemaking to reserve the channel for education. The commission delayed approval for several months at the educators request but the petition was withdrawn after running into organized opposition from northern New Jersey universities.

Oliver A. Unger, NTA board chairman, declined to comment on the FCC notice of inquiry. John A. White, president of the New York Educational Tv & Radio Center which is cooperating with a civic group in bidding for ch. 13, was "gratified" by the FCC move. He said the notice indicates that etv is entitled to "competitive" consideration with commercial tv in the use of the vhf band.

Sen. Jacob K. Javits (R-N.Y.) specifically mentioned WNTA-TV in a wire to Chairman Minow endorsing the commission proposal. 'I approve very much your proposed inquiry in regard to educational tv," the senator said. "This question has great pertinence in New York where a citizens' educational group is seeking to acquire WNTA-TV, ch. 13, for this purpose. I hope very much it will prove possible to work out this utilization of so important a channel and will, of course, give all appropriate support open to me to this citizens' effort."

Will FCC approve 11 applications in file?

Nestled in the jam-packed files of the FCC are 11 applications for the sale of broadcast properties which add up to $64 million riding on the commission's nod.

This is virtually two-thirds of the dollar volume of all the sale transactions of radio and television stations in 1960.

The pending applications bid fair to make 1961 a feature year in the buying and selling of radio-tv properties. This is the consensus of most brokers who deal in negotiating between buyers and sellers in the broadcast field—although all raise a modicum of doubt about this bonanza. This finger-crossed attitude was expressed by one, who prefaced his estimate of 1961 with the words: "If the FCC doesn't throw any more monkey wrenches into the works . . ."

The transactions awaiting FCC ap-

proval involve major broadcast properties. They are bellwethers for 1961. They include:

- The sale of WMGM New York to Crowell-Collier Publishing Co. for $11 million—the largest sum ever paid for a single radio station.
- The purchase of KMBC-AM-TV Kansas City, KMOS-TV Sedalia and KFRM Concordia, Kan. by Metropolitan Broadcasting Corp. for $10.25 million. KMOS-TV and KFRM are being resold.
- The sale of WINS New York to Storer Broadcasting Co. for $10 million.
- The transfer of WROC-TV Rochester, N. Y., to WVET Inc. of that city for $6.5 million, and the concomittant purchase of WVET's half interest in ch. 10 by WHEC Inc. for $3.8 million. Both WVET-TV and WHEC-TV have shared Rochester's ch. 10 since 1953.
- The purchase of KJEO (TV) Fresno, Calif., by Shasta Telecasting Corp. (KVIP-TV Redding, Calif.) for $3 million in cash. This is the largest sum ever to be paid for a uhf station.

And the biggest gulp of all. Awaiting FCC action for a year is the estimated multi-million multiple transaction involving NBC and RKO General Inc. This proposes to swap evenly NBC's WRCV-AM-TV Philadelphia for RKO General's WNAC-AM-TV Boston, the sale of NBC's WRC-AM-FM-TV Washington to RKO General for $11.5 million, the purchase by NBC of KTVU (TV) San Francisco for $7.5 million, and the sale by RKO General to Crowell Collier of the former's WGMS-AM-FM Washington for $1.5 million. The network's Philadelphia stations are valued at $22 million; RKO General's Boston outlets at $20 million.

Past Is Prologue ▪ The business transactions which are on the government's books awaiting action are an indication of the high level of the station sale market. It is an aspect of broadcasting which is extremely significant in the economy of the radio-tv industry.

The sale of broadcast properties over the past few years has amounted to a $125 million annual business. Last year, however, for the first time in four years, this total dollar volume slumped (see chart).

Close to $100 million was involved in radio-tv station transactions approved by the FCC last year. The largest sum still related to ownership changes is radio outlets, amounting to over $50 million in 1960. Almost on a par were the dollar volume from radio-tv combination sales and those involving tv-only stations; $24.6 million for the former and $22.9 million for the latter.

Whereas total money volume slid downward in radio-only and combination radio-tv sales, the dollar volume in tv-only sales rose. The $22.9 million figure for tv-only transactions in 1960 was $7.7 million more than the gross volume for tv-only station sales in 1959. Interestingly enough, the number of tv-only stations which changed hands in 1960 was exactly the same as those changing ownership in 1959—25.

One of the reasons for the high dollar total in the tv-only station sales in 1960 is the relatively high price paid for individual properties. Seven of the tv-only transactions were for over $1 million. One, the highest, was $4 million (for KFJZ-TV Fort Worth).

Although the number of tv-only stations changing hands remained the same in 1960 as in 1959, the number of such changes in both radio-only sales and in combination radio-tv transactions was below the comparable 1959 figures.

The highest price paid for a broadcast property in 1960 was the $9.75 million paid by Transcontinent Television Corp. to National Theatres for WDAF-AM-FM-TV Kansas City.

Fm Leaps Forward ▪ If anything 1960 might be considered the year fm caught fire. Not exactly a blaze, really, perhaps a spark. It was the year when fm became a property to be bought and sold like its heftier brothers and sisters.

In 1960 there were 34 fm-only stations sold. The total dollar volume reached $1.5 million, with the largest sale that of the five upstate New York Rural Radio Network stations changing hands for $438,000. The highest price paid for a single fm station was the $225,000 paid for KFMU (FM) Los Angeles. The next highest price was the $100,000 for KFMN (FM) San Bernardino, Calif.

The largest number of fm-only stations sold, 11, was in California; next in numbers were three in Florida and the same number in Texas.

One of the reasons fm is considered on the road to capital gains maturity is that the sale of fm-only stations in previous years has been nonexistent, or at best negligible.

One station broker, asked about his fm business, thought for a minute and then replied: "In 1959 I think I had one fm sale. Last year I had six. Yes, I think fm is coming into its own."

Small Boom Seen ▪ It may be ironic, but the FCC's attack on the buying and selling of radio and tv stations—through its proposal to deter what it calls "trafficking" in station licenses—may set off one of the biggest years ever in station sales.

The commission has proposed that a hearing be obligatory whenever a licensee sells a station he has owned for less than three years. There are some exceptions to this proposal. At the moment the proposal is just that, since the FCC's final determination has not been made.

To a man, brokers agree that if the FCC ever puts such a rule into effect there is going to be a major spurt in the number of properties placed on the market.

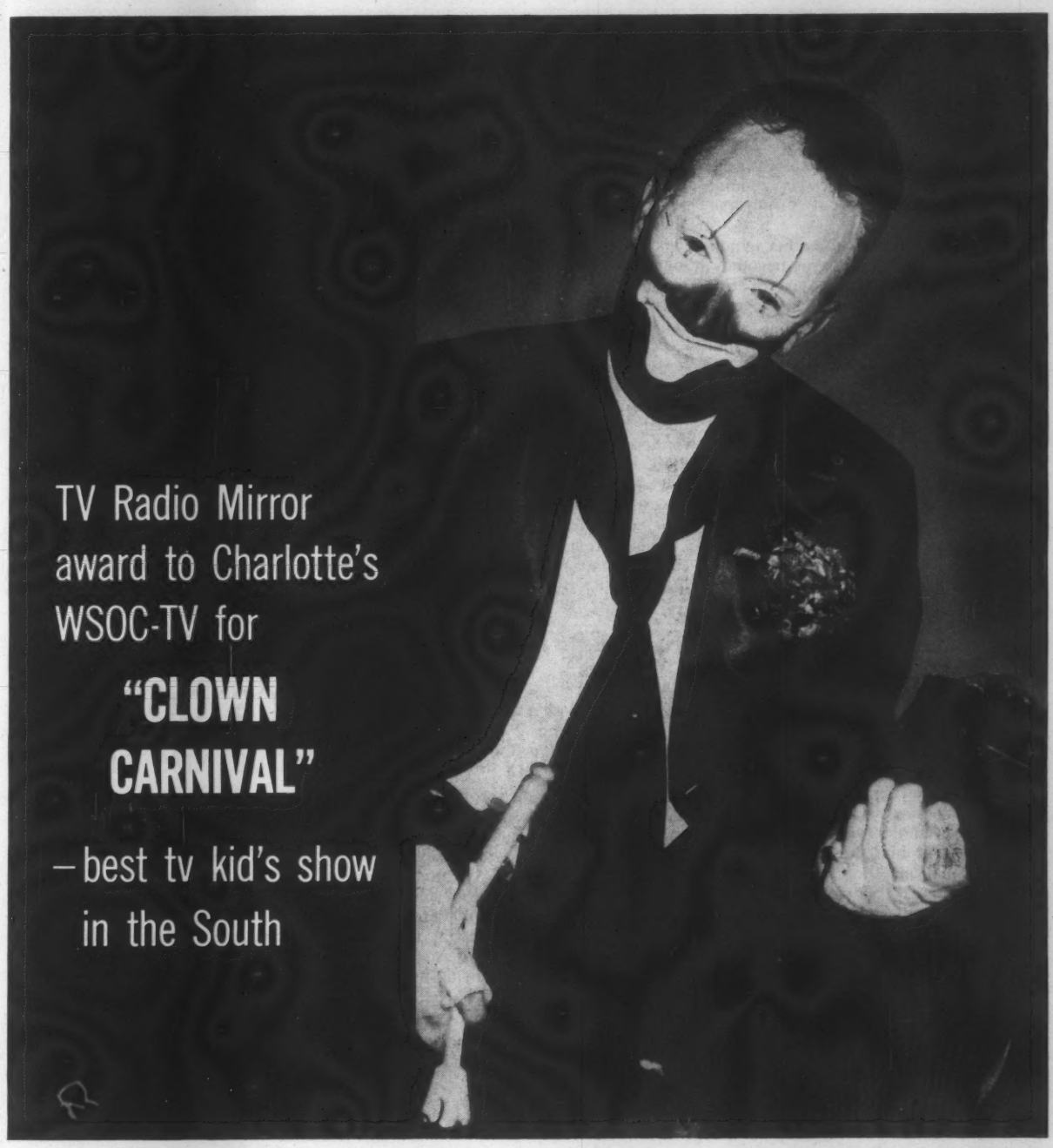
This will come about, they explain, because many owners will want to unload before the new law becomes operative. The key owner, it is explained, is the broadcaster who buys a station, upgrades it, and then sells in order to buy into a larger market.

There's never any cloud that doesn't have a patch of sunlight glinting through. Although they oppose the FCC's suggested regulation, brokers believe this would at the same time help them meet one of their prime problems. This is the

Number of stations in the trading

	Radio Only		Combined Radio-Tv		Tv Only	
	Control	Minority	Control	Minority	Control	Minority
1954	187	66	18	6	27	10
1955	242	106	11	2	29	3
1956	316	111	24	8	21	8
1957	357	62	28	2	38	5
1958	407	82	17	4	23	8
1959	436	29	15	2	21	4
1960	345	76	10	1	21	4
Totals	2,290	532	123	25	180	42

Note: In computing the number of stations in the trading an am-fm facility was counted as one radio unit; an am-only or fm-only transaction similarly was counted as one radio unit.



It's a happy time for advertisers. Each weekday when Joey, the WSOC-TV Clown, gathers his live audience around, many thousands of other Carolina young are with him—and his sponsors—on Charlotte's channel 9. This award-winner is typical of the local programming that changed audience patterns here in America's 19th largest tv market. Buy WSOC-TV—a better buy.

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by H-R

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta, WHIO and WHIO-TV, Dayton

WILL FCC APPROVE APPLICATIONS? continued

limited number of stations on the market for sale. This has been true for many years.

"Our number one function," one broker said the other day, "is to find the stations. We've got plenty of buyers. Always have."

All Is Not Glee ▪ On the other hand, all those who make their living negotiating broadcast station sales agree also that after this sudden spurt some lean years can be expected.

This dour attitude is predicated on the fact that much of the interest in broadcasting is due to its high rate of return and rapid appreciation of property worth.

If a buyer must hold onto his property for at least three years before selling, this thinking goes, the interest of many potential buyers—especially the outside investment money that has become intrigued with broadcasting—is going to wane.

There is also another cloud on the horizon, no bigger than a wisp at the moment. This is the New Frontier.

One of the reasons why broadcast properties have been so much in demand is the cash flow which accrues to the owner. These are the emoluments above and beyond the net book values which makes broadcast ownership an interesting proposition, especially in most of the smaller markets.

If the Kennedy administration puts its tax-tightening program into action, these benefits may diminish to such an extent that station ownership may lose that special financial glow.

There are other elements of the national administration which give pause to those who study the broadcast station market. One of these is the economy as a whole. Undoubtedly, what's bad for business generally is bad for broadcasting station sales too.

The current economic recession is a case in point. If this roll-back, softening, or what-you-may-call-it really gets serious, there is a belief that this will result in a heavier seller's market. Since there are and probably always will be buyers interested in good broadcast property, this too may bring an upswing in sales.

This upbeat, if it comes, may not be any bonanza for station owners who are selling. Already, according to several brokers, the trend is for buying to seek smaller down payments and longer payouts. Where payments used to run three to five years, it was pointed out, many buyers are now looking for six to eight year notes.

Above all, a softening of the general economy means, it is emphasized, that the buyer becomes more and more interested in the overall quality of the property and of the market. This has not been exactly true up to now.

Brokers, nevertheless, are on the whole sanguine. The past year, they all say, was good, and 1961 will be better—if. The conditional conjunction mirrors the uneasiness felt by those who do their work in this field of broadcasting.

BROADCAST ADVERTISING

When tv viewing's up, reading's down

TV, MAGAZINES ARE BOTH COMPLEMENTARY, COMPETITIVE, NMS FINDS

Television viewing rises as reading decreases and vice versa. The first analyses of Nielsen Media Service research bear this out and fit into the A. C. Nielsen Co. thesis that television and magazines are complementary as well as competitive. Or, stated in terms of the controversy NMS created when it set out to measure both audiences last year, you don't compare apples and oranges. You eat them both.

Darrell B. Lucas, marketing professor who has been consulting with Nielsen on the project, underlined this point last week after a New York presentation. He said NMS will make media choices easier by enabling buyers to spot their audiences, pick out "the dupes, the cumes, the combos" and other refinements. He appeared with Nielsen people who showed sample NMS data gathered the last half of 1960 to a large group of time and space customers, broadcasters and publishers.

To illustrate the contrary patterns of viewing and reading, Don McGlathery, NMS sales manager, analyzed a dual schedule. For one week the advertiser bought 19 daytime and 8 evening primetime tv network participations and a four-magazine campaign made up of one weekly issue, a monthly, Sunday supplement and woman's magazine. For his money he got 38.1 million tv homes (28.8 million of them contacted more than once) and 37.3 million magazine homes. Of the tv homes, 10.5 million were missed by magazines and of the magazine homes, 9.7 million were missed by tv. Here is the viewing-reading pattern, in millions of homes, with the right-hand column showing that the number of homes reached by magazines declines as volume of viewing (number of tv contacts) increases:

Television Homes Reached	Number of Tv Contacts	Magazines Homes Reached
9.3	1	6.6
9.1	2	6.7
6.8	3	5.0
5.7	4	4.1
5.2	5&6	3.5
2.0	7	1.7
—		—
Totals 38.1		27.6

Magazine Homes Not Reached By Tv Schedule 9.7
Total 37.3

Of the 9.7 million homes missed by the broadcast schedule, 6.7 million were tv homes and 3.2 million were non-tv.

Viewing-reading tendencies followed the same converse course in print variations of the same tv schedule as shown by Mr. McGlathery. Case histories showing how the advertiser can use NMS to narrow down a schedule to his specific market—car-owning males, young females or whoever—also were part of the presentation.

The Nielsen executive touched, too, on an area where NMS has only scratched the surface—audience patterns within the two media—showing, for instance, that within age groups, situation comedies and weeklies exercise a similarly strong pull on younger audiences and taper off in the other groups (see graph on page 40). An analysis of income groups shows no such obvious inter-media parallel, but within tv demonstrates a lower-income preference for westerns and a dominance of situation comedies and mystery drama in middle and upper income homes (see graph on page 40). The three classes of magazine follow similar income patterns; reading takes a dramatic spurt in middle and upper income homes.

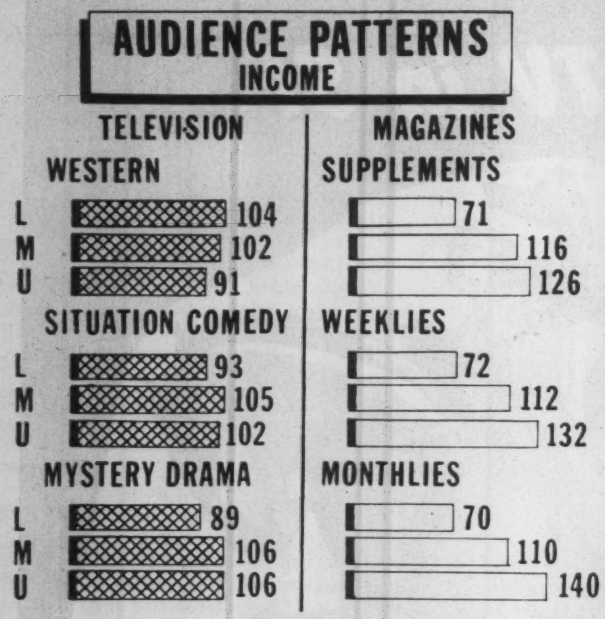
Rod Shearer, Nielsen vice president who introduced the presentation, joined Mr. McGlathery in emphasizing that NMS only measures audiences and makes no attempt to determine sales efficiency or response. NMS is a continuing survey of major consumer magazines and tv program audiences conducted in the same national panel of

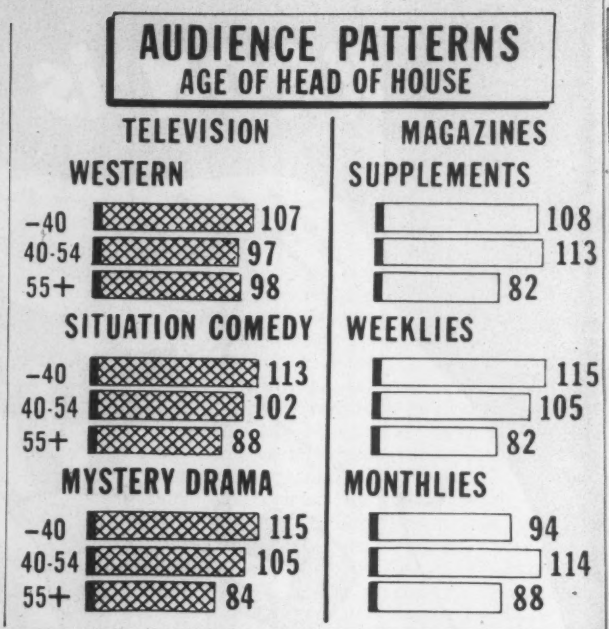
KRON is TV in SF

San Franciscans are sold on KRON-TV

KRON/TV
S. F.'s #1 TV Station for 38 Consecutive Months
(ARB, JAN. '58—Jan./Feb., '61 overall avg. share, total homes)

S.F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •





2,500 homes. The tv check employs the standard Nielsen combination of "Audilog" and "Recordimeter" in homes. Magazine reading is determined by a "personal interview/interest method" that identifies what the subject has read. Magazines measured are *American Weekly, Better Homes & Gardens, Good Housekeeping, Ladies' Home Journal, Life, Look, McCall's, Parade, Reader's Digest, This Week, Saturday Evening Post* and *True Story*.

SCHEDULE CHANGES

Only a few holes left open as networks firm fall tv plans

Next fall's network tv schedule has a firmer look to it now as compared to only a few weeks ago (see fall schedule chart, BROADCASTING, March 13, pages 28 and 29).

Additional advertisers and programming decisions now are final with few show "holes" left.

The pertinent changes are capsulated as follows:

Sunday ▪ The 7:30-8:30 period on ABC-TV is in doubt with Kaiser expected to continue as one of the advertisers in the period. Alberto-Culver (Compton) and Singer (Young & Rubicam) have joined Brown & Williamson (Bates) as sponsors in *Bus Stop* (9-10) with some availabilities remaining. *Asphalt Jungle* slated for 10-11 now has given way to *Las Vegas* (Warner Bros.) with Brown & Williamson (Bates) and Miles (Wade) each with an alternate half hour. CBS-TV that night is solid now with Revlon and P. Lorillard (Lennen & Newell) joining Colgate-Palmolive in *Ed Sullivan* (8-9). NBC-TV has no change.

Monday ▪ Johnson & Johnson (Young & Rubicam) has joined the sponsors for *Surfside Six* at 9 p.m. on ABC-TV, and Alberto-Culver (Compton) has bought into *Adventures in Paradise* at 10. Bristol-Myers and R. J. Reynolds, for now, are out of *I've Got a Secret* (10:30) on CBS-TV. NBC-TV has *87th Precinct* firm for 9-10, and Sterling Drug (D-F-S) is added as a sponsor of *Thriller* at 10-11.

Tuesday ! *Las Vegas* is out of 9-10 on ABC-TV with *The New Breed* replacing it. Advertisers are Scott Paper (J. Walter Thompson) and Johnson & Johnson (Young & Rubicam) each with alternate half hours and leaving a half available. *Tom Ewell* is out of 9-9:30 on CBS-TV with *Ichabod* replacing it, and advertisers Quaker Oats and P & G remaining. On NBC-TV R. J. Reynolds (Esty) is joining the advertiser list in *Laramie* at 7:30, and Reynolds Metals (Lennen & Newell) has signed for an alternate hour of Dick Powell, leaving a half available in that 9 p.m. period.

Wednesday ▪ On ABC-TV *The Force* is now in doubt at 7:30-8:30. Alberto-Culver (Compton) joins in sponsoring *Hawaiian Eye* at 9, and A. C. Spark Plugs (D. P. Brother) is in *Naked City* at 10, leaving only one third of the show available. On CBS-TV *Alvin and the Chipmunks* now is sold out at 7:30-8 with General Toy Corp. joining General Foods. Scott Paper Co. (JWT) is in *Father Knows Best* which follows. *Wagon Train* on NBC-TV is firm with R. J. Reynolds, National Biscuit and Ford at 7:30-8:30. The *Joey Bishop Show* is being considered for the previously open but Lever and American Tobacco-sponsored 8:30-9 period on NBC-TV, while the *Bob Newhart Show* (MCA package) at 10-10:30 has Sealtest (Ayer) signed and is to be followed at 10:30 by *Brinkley's Journal*.

Thursday ▪ *Ozzie & Harriet* is out of 7:30 on ABC-TV and *Room For One More* (Warner) is in. Johnson & Johnson (Y&R) is an added sponsor to *Donna Reed* at 8-8:30. *Frontier Circus* is identified as the 7:30-8:30 show for CBS-TV while *The Investigators* is the show selected for 9-10 on the same network. NBC-TV's lineup: Brown & Williamson (Bates) is joining the advertisers of *The Outlaws* (7:30-8:30) leaving but one-third available. *Dr. Kildaire* (MGM-TV) will follow, 8:30-9:30 with Liggett & Meyers (McCann-Erickson) and Sterling Drug (D-F-S) signed for portions of the program. Buick (M-E) has made it a sell-out for *Mitch Miller* at 10.

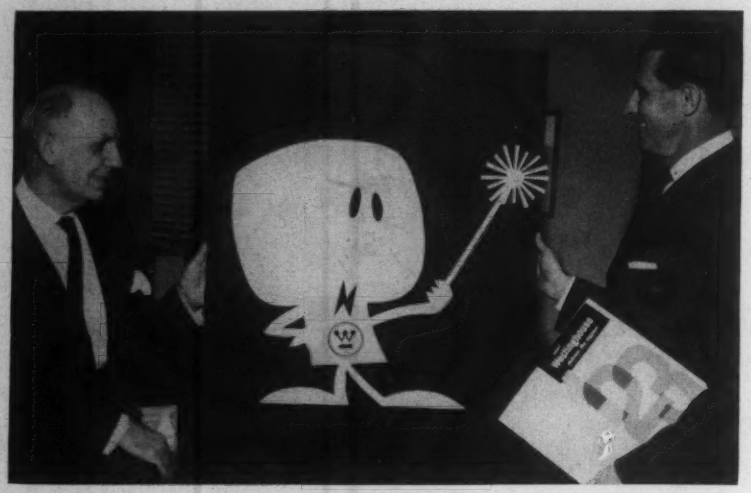
Friday ▪ ABC-TV has placed *Ozzie & Harriet* (Stage 5 Productions) in for *Room For One More* at 7:30. *The Chimps* is the title now for *The Hathaways* at 8. American Chicle (Bates), Whitehall (Bates), Ritchie (Kenyon & Eckhardt), R. J. Reynolds (Esty), all have renewed *77 Sunset Strip* at 9, making that program sold-out. Union Carbide (Esty), Alberto Culver (Compton) and duPont (Ayer) now are signed for *The Corrupters* though there's still some time unsold in that 10-11 show on ABC-TV. CBS-TV's moves include participating advertisers already in *Rawhide* at 7:30-8:30. *Route 66* moves up to 8:30-9:30. *Father of the Bride*, a General Mills (BBDO) owned and sponsored half-hour follows at 9:30. *Twilight Zone* following at 10, may be expanded to an hour format. NBC-TV's changes: an untitled taped circus show at 7:30-8:30, an open hour action period (three shows considered are *Las Vegas Beat, Porto-*

ARE YOUR ONE minute COMMERCIALS OUT AT SEA?

LOS ANGELES is famed for ingenuity — but even in Los Angeles, no one has discovered how to put a 60-second commercial into a 20-second availability.

Thus your minutes are forced to fringe times on some Los Angeles stations. Or, marooned within inferior programming on other stations.

To give greater selling effectiveness to your minutes in Los Angeles, just turn the page...



New light bulb salesman for Westinghouse

Westinghouse Lamp Division, Bloomfield, N. J., is heralding its new caricature light bulb salesman, Lamp Lighter, soon to be featured in the company's television commercials, newspaper and magazine ads and in trade journals. Lamp Lighter, Westinghouse says, resembles its new shape eye-saving light bulb. H. E. Plishker (l), lamp division merchandising manager, and Charles E. Erb (r), division marketing manager, give Lamp Lighter his final once-over.

fino and *House of the Rue Riveria*) follows. And at 9:30-10:30, 13 hours of Dinah Shore will be sponsored by American Dairy Assn. AT&T (Ayer) will sponsor *Telephone Hour* on alternate weeks. A public affairs show is slated for 10:30-11.

Saturday ▪ Few changes, excepting *Lawrence Welk* is fully sponsored by J. B. Williams (Parkson) 9-10, and similarly the fights at 10 will be fully sponsored by Gillette (Maxon), ABC-TV. On CBS-TV, *The Defenders* is in and *Checkmate* is out and the advertisers stay put at 8:30-9:30. NBC-TV has no Saturday changes.

New tv viewing record set

February is the month for breaking tv viewing records. Television Bureau of Advertising said last week that a new all-time high in viewing was set in February this year, surpassing the previous peak viewing month of February 1958.

On an average U.S. tv home viewing basis the difference was only one minute—six hours and eight minutes per day vs. six hours and seven minutes per day.

The jump in 1961 viewing was attributed to the daytime where all time periods showed increases over February 1960. The peak daytime hour was Monday through Friday, 5 to 6 p.m., when 39.4% of tv homes had sets in use.

Lever Bros. to be in 9 summer television shows

Lever Bros., New York, will have sponsorship in at least nine nighttime tv network programs this summer—reportedly a record tv program summer total for the company. Lever last week added two programs each from ABC-TV and CBS-TV to its list of five current shows which continue through the summer months.

Lever's new order is for one-minute weekly participations on behalf of its Swan Liquid, Lifebuoy, Pepsodent and Air-Wick products. The programs, and Lever's starting dates, are: *Hawaiian Eye* (ABC-TV, Wed. 9-10 p.m.), for 26 weeks starting April 5; *Adventures in Paradise* (ABC-TV, Mon. 9:30-10:30 p.m.), for 11 weeks starting July 3; *Father Knows Best* (CBS-TV, Tue. 8-8:30 p.m.), for 25 weeks starting April 4, and *Gunslinger* (CBS-TV, Thur. 9-10 p.m.), for 13 weeks starting April 6.

Summer carryovers for Lever products include: *Candid Camera, Holiday Lodge* (summer replacement for the *Jack Benny Show*), *Checkmate,* and *Have Gun—Will Travel,* all on CBS-TV, and *Price Is Right* on NBC-TV. *Holiday Lodge,* which starts June 25 (Sun. 9:30-10 p.m. EDT), is a comedy series starring Wayne & Shuster. (See BROADCASTING, March 27, for complete schedule of summer tv programs.)

4A sets pr campaign for ad industry

After examining public attitudes, leaders of the advertising agency business have decided that advertising needs a public relations program. So they're preparing to launch one. It will have two objectives: first, "to build confidence in the integrity of advertising," and second, "to spread understanding of advertising's vital role in our economy of plenty."

This was announced last week by the American Assn. of Advertising Agencies. It said the new program had been adopted by the AAAA board of directors and operations committee and would be presented in detail to the membership at a closed meeting April 20 during the association's annual meeting at the Greenbrier, White Sulphur Springs, W. Va.

The program was recommended by Hill & Knowlton, public relations counsel to the AAAA, after "a four-month study and analysis of public opinion toward advertising." The announcement said "This study included a series of depth interviews of opinion-trend leaders in six key areas, including university economists and sociologists, business executives, writers, government officials and clergymen. It took into account recent opinion polls, current literature and opinions within the advertising industry. The firm also examined existing and proposed action programs for improvement and for increasing public understanding of advertising.

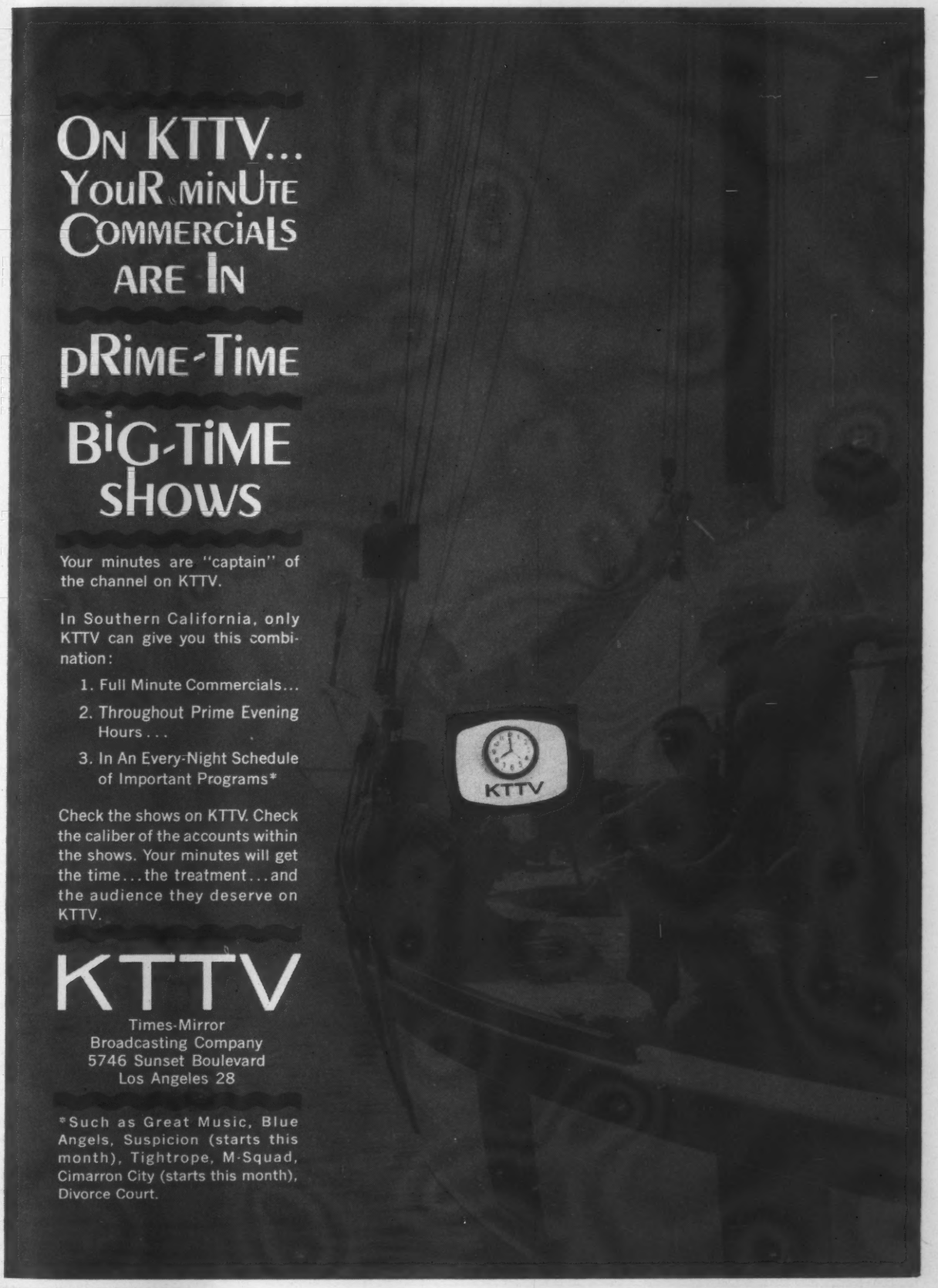
Denver 'Truth Symbol' gets mixed reception

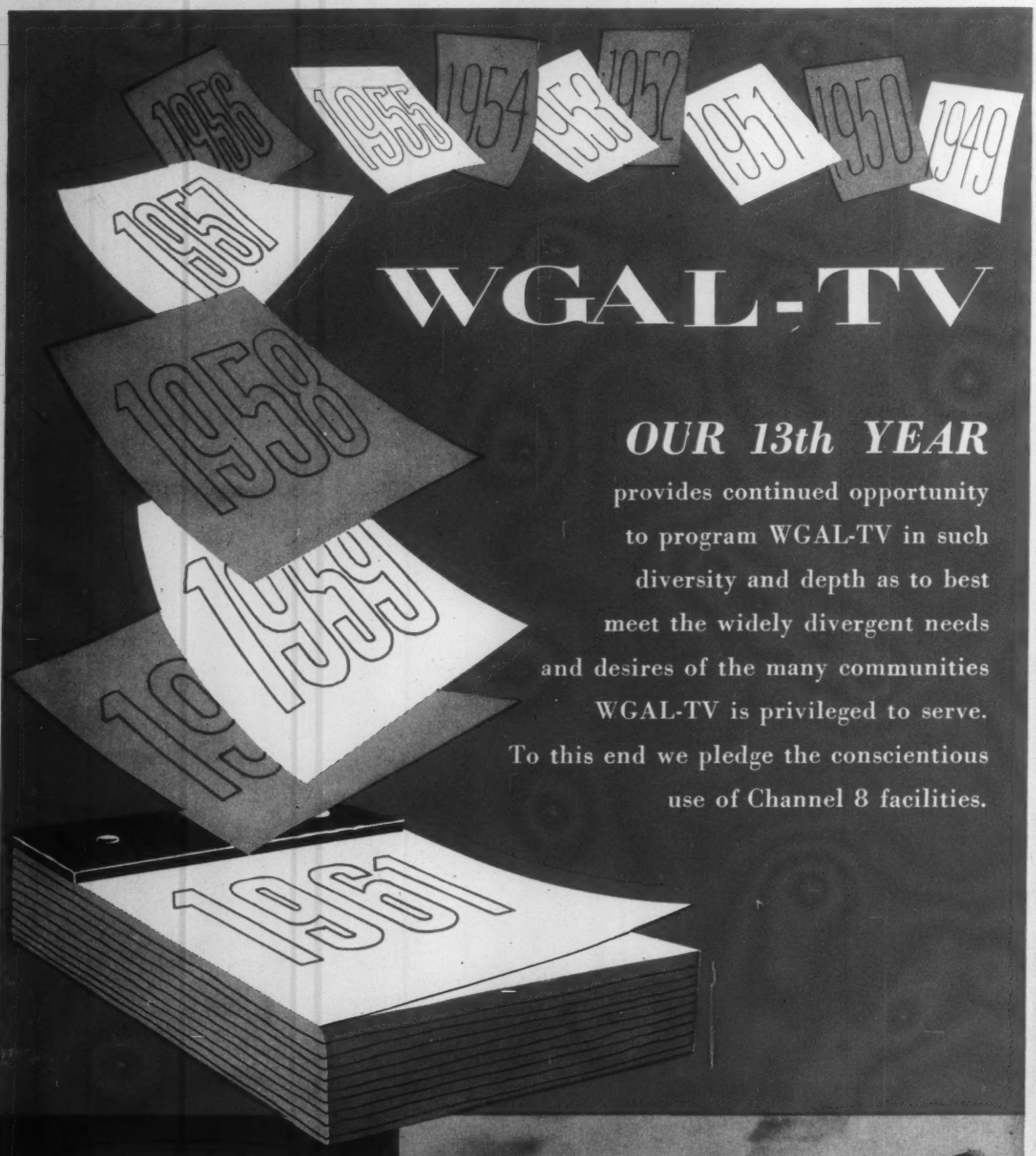
Introduction of a Truth Symbol in advertising by the Better Business Bureau of Denver has resulted in mixed emotions from advertisers and agencies. The move supposedly would end alleged "ill practices" in advertising.

To participate in the program, a minimum charge of $180 is assessed. This provides membership in the BBB, mats, promotional material and the Truth Symbol. Thus far of the 100 or so advertisers who have subscribed, more than 90% are considered small with low budgets.

Main objection to the Truth Symbol plan is the effect of reverse thinking. By not belonging to the plan, objectors feel that they will be prejudiced against —that their advertising is not honest because the Truth Symbol is not displayed. The dissenters also do not feel that five persons (the BBB) should have the right to censor the advertising of other individuals, firms and competitors.

The plan, made operational over the


ON KTTV...
YOUR MINUTE
COMMERCIALS
ARE IN
PRIME-TIME
BIG-TIME
SHOWS
Your minutes are "captain" of the channel on KTTV.
In Southern California, only KTTV can give you this combination:
1. Full Minute Commercials...
2. Throughout Prime Evening Hours...
3. In An Every-Night Schedule of Important Programs*
Check the shows on KTTV. Check the caliber of the accounts within the shows. Your minutes will get the time...the treatment...and the audience they deserve on KTTV.
KTTV
Times-Mirror
Broadcasting Company
5746 Sunset Boulevard
Los Angeles 28
*Such as Great Music, Blue Angels, Suspicion (starts this month), Tightrope, M-Squad, Cimarron City (starts this month), Divorce Court.
KTTV



WGAL-TV

OUR 13th YEAR

provides continued opportunity to program WGAL-TV in such diversity and depth as to best meet the widely divergent needs and desires of the many communities WGAL-TV is privileged to serve. To this end we pledge the conscientious use of Channel 8 facilities.

WGAL-TV
Channel 8
Lancaster, Pa.
NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

opposition of the National Better Business Bureau, New York, has for the most part, united the smaller advertising elements while leaving the larger entities in a pretty much undecided situation.

Five stations change reps from networks

Three CBS affiliates and two from NBC today are announcing changes in their national sales representatives—an outgrowth of the FCC order that network spot sales organizations get out of the rep business.

The CBS affiliated trio—WTOP-TV Washington, WBTV (TV) Charlotte, N. C., and WJXT (TV) Jacksonville—has appointed Television Advertising Representatives (Westinghouse Broadcasting Co. rep firm) as its new national sales organization, effective June 25. WAVE-AM-TV Louisville, formerly represented by NBC Spot Sales, switches to The Katz Agency, starting June 4 with WFIE-TV Evansville, Ind., jumping to Katz as of last Saturday (April 1).

TvAR, established in 1959 by Westinghouse to serve its five owned and operated stations (WBZ-TV Boston, WJZ-TV Baltimore, KDKA-TV Pittsburgh, KYW-TV Cleveland and KPIX [TV] San Francisco) was represented in the negotiations with the three CBS affiliates by President Larry Israel. The deal, in the wind for several months (CLOSED CIRCUIT, Jan. 30), will bring an estimated joint billings total of $7 million to TvAR.

Business briefly...

Liggett & Myers Tobacco Co., through Dancer-Fitzgerald-Sample, N. Y., has purchased part sponsorship of the hour long *Dr. Kildare series* produced by MGM-TV which will broadcast on NBC-TV Thursdays 8:30-9:30 p.m. starting in the fall. The company recently announced it will not continue its sponsorship of ABC-TV's *The Untouchables* after this season. Following picketing and boycotting by the Federation of Italian-American Democratic Organization in protest over alleged overemphasis of Italians as gangsters (BROADCASTING, March 20, 27).

American Gas Assn., N. Y., will sponsor a series of eight hour-long live dramas adapted from motion pictures owned by the Selznick Co. on NBC-TV next season. Scheduled to be colorcast on a one-a-month basis from October 1961 through May 1962, the movie titles are: "Intermezzo," "Rebecca," "Spellbound," "Portrait of Jennie," "The Paradine Case," "The Farmer's Daughter," "The Spiral Staircase" and "Notorious." Agency: Lennen & Newell, N. Y.

American Medical Assn., in cooperation with **Merck, Sharp & Dohme Div. of Merck & Co., Phila.,** will sponsor an NBC-TV special entitled *Doctor B* on June 27 (Tue. 10-11 p.m. NYT). The program, which will coincide with AMA's annual meeting in New York, will depict medical practice as seen through the eyes of a family physician. Based on actual incidents and filmed on location in New Jersey, *Doctor B* was produced by Ben Park and directed by Harold Mayer with the cooperation of the Hunterdon Medical Center in Flemington, N. J. The network tv order is Merck, Sharp & Dohme's first, and the business was placed direct.

Procter & Gamble Co., Cincinnati, which previously bought one-half of ABC-TV's "Oscar" awards telecast on April 17 (BROADCASTING, March 13), has also signed for a remaining available quarter sponsorship. **Kitchens of Sara Lee,** via Cunningham & Walsh, had taken one quarter. P&G's agency: Benton & Bowles Inc., N. Y.

Pabst Brewing Co., Chicago, will sponsor CBS Radio's exclusive coverage of "The Triple Crown of Racing" in May and June. The races and broadcast times are: Kentucky Derby (May 6, 5:15-5:45 p.m. EDT); the Preakness (May 20, 5:45-6 p.m. EDT), and the Belmont Stakes (June 2, 4:45-5 p.m. EDT). Agency: Kenyon & Eckhardt Inc., Chicago.

Mattell Toys, through Carson/Roberts, Beverly Hills, Calif., will sponsor a new series of 156 animated cartoon programs based on the comic book characters "Beany Boy" and "Cecil, the Seasick Sea Serpent" created by Bob Clampett, on ABC-TV starting in January 1962. The series will be produced by Snowball Inc., cartoon producer, with Television Artists & Producers Corp. financing and distributing the cartoons. Production budget for the full series was set at $2 million.

U. S. Brewers Assn., N. Y., will sponsor *Summer on Ice—1961"* on NBC-TV June 6 (Tue. 10-11 p.m. EDT).

Rep appointments...

- WAVE-AM-TV Louisville, Ky.: The Katz Agency, N. Y., effective June 4.
- WLKW Providence, R. I.: Foster & Creed as New England rep.
- KTHT Houston and WTAC Flint, Mich.: Robert E. Eastman, N. Y.

NIELSEN

TOP 10 NETWORK PROGRAMS

First Report for March, 1961
(Based on two weeks ending March 5, 1961)

TOTAL AUDIENCE (†)

Rank		Rating % U.S. Tv homes	No. homes (000)
1.	Wagon Train	39.4	18,479
2.	25 Years of Life	38.2	17,916
3.	Gunsmoke	38.0	17,822
4.	Rawhide	34.1	15,993
5.	Andy Griffith Show	33.5	15,712
6.	Have Gun, Will Travel	33.4	15,665
7.	Candid Camera	32.6	15,289
8.	77 Sunset Strip	32.4	15,196
9.	Ed Sullivan Show	32.2	15,102
10.	Walt Disney Presents	31.3	14,680

AVERAGE AUDIENCE (‡)

Rank		Rating % U.S. Tv homes	No. homes (000)
1.	Gunsmoke	36.3	17,025
2.	Wagon Train	33.7	15,805
3.	Have Gun, Will Travel	31.2	14,633
4.	Andy Griffith Show	31.1	14,586
5.	Candid Camera	30.5	14,305
6.	Real McCoys	29.4	13,789
7.	Dennis the Menace	28.1	13,179
8.	Rawhide	28.0	13,132
9.	My Three Sons	27.9	13,085
10.	Garry Moore Show	27.5	12,898

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.
(‡) Homes reached during the average minute of the program.

Background: The following programs in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Candid Camera (CBS-175): Bristol-Myers (Y&R), Lever (JWT), Sun. 10-10:30 p.m.
Dennis the Menace (CBS-167): Kellogg (Burnett), Best Foods (GBB), Sun. 7:30-8 p.m.
Walt Disney Presents (ABC-171): General Mills (DFS), Luden's (Mathes), Canada Dry (Mathes, Derby (M-E), Simoniz (DFS), American Chicle (Bates), Dow (NCK), Norwich (B&B), Sun. 6:30-7.30 p.m.
Andy Griffith Show (CBS-177): General Foods (B&B), Mon. 9:30-10 p.m.
Gunsmoke (CBS-201): Liggett & Myers (DES), Remington Rand (Y&R), Sat. 10-10.30 p.m.
Have Gun Will Travel (CBS-164): Lever (JWT), American Home Products (Bates), Sat. 9:30-10 p.m.
Garry Moore (CBS-161): Chrysler Corp. (Ayer), S. C. Johnson (NLB). Polaroid (DDB), Tues., 10-11 p.m.
My Three Sons (ABC-188): Chevrolet (C-E), Thur. 9-9:30 p.m.
Rawhide (CBS-202): Philip Morris (B&B), National Biscuit (M-E), Bristol-Myers (Y&R), Drackett (Y&R), General Foods (B&B), Colgate-Palmolive (L&N), Fri. 7:30-8:30 p.m.
Real McCoys (ABC-171): P&G (Compton), Thur. 8:30-9 p.m.
Ed Sullivan (CBS-181): Golgate-Palmolive (Bates), Eastman Kodak (JWT), Sun. 8-9 p.m.
77 Sunset Strip (ABC-174): American Chicle Whitehall (both Bates), R. J. Reynolds Esty), Beecham Products (K&E), Fri. 9-10 p.m.
25 Years of Life (NBC-166): Life (Y&R), Thur., March 2, 9:30-11 p.m.
Wagon Train (NBC-186): R. J. Reynolds (Esty), Ford (JWT), National Biscuit (M-E), Wed. 7.30-8.30 p.m.

The boilers in the television spot pot

TVB REPORTS FIVE SPENT $21 MILLION OR MORE IN FIVE YEARS

There are ten U.S. brand advertisers which have at least this in common: Each has spent over $16 million in gross time billings over the past five years in spot television. Of the ten, five accounted for more than $21 million each.

The leading brand, Lestoil, an all-purpose liquid household detergent, has totaled $41,990,640 in billings. The other nine and their totals: Maxwell House coffee, $28,304,900; Alka Seltzer, $25,345,500; Kellogg cereals, $21,479,900; Viceroy cigarettes, $21,340,428; Robert Hall clothes, $19,938,610; Coca-Cola, $19,165,120; Anahist, $17,994,450; Colgate dental cream, $16,650,620, and Duncan Hines cake mixes, $16,098,880.

Unique Listing ▪ The "top 10" in spot over five years is believed to be a unique listing, made possible with the release of a special report prepared by the Television Bureau of Advertising and the N. C. Rorabaugh Co. which compiles the information.

The new data reflects a five-year chronicle of the measured growth of spot tv, to be published in the fifth annual spot tv report (TvB-Rorabaugh). Reporting of the data was begun in 1955 by the two organizations because a "disproportionately scant amount of information existed about spot tv, unlike network tv which was documented since its inception."

As explained by TvB President Norman E. Cash, it would not be possible to "overestimate" the contribution of the reports in the five years because the information "has enabled us to bring in new advertisers and increase spot tv budgets of others." Stations which have cooperated in compiling the information, Mr. Cash says, have rendered essential support to TvB and others in promoting spot tv sales.

Though the report did not contain the listing of the top 10 for the five years, the compilation was made possible by the inclusion of 1960 figures (which will be published in full soon) And while these totals were not contained in the special report, a multitude of points are; for example:

Upward Climb ▪ Total spot tv gross time expenditures increased more than 50% in the five years, from over $397.6 million in 1956 to $616.7 million in 1960. Procter & Gamble, the largest tv advertiser, tripled its spot tv budget from over $17.5 million in 1956 to a little over $54 million in 1960.

Miles Labs, the report notes, was No. 10 in 1956. But last year Wm. Wrigley, the No. 10 advertiser that year, grossed over $7.8 million or 46% above Miles' level. The 100th largest advertiser almost doubled: from $797,330 in 1956 (American Bakeries) to over $1.3 million in 1960 (Standard Oil of California). The average spot tv advertiser, meanwhile, increased expenditures by nearly 80% in those five years, from $90,000 in 1956 to $162,000 in 1960.

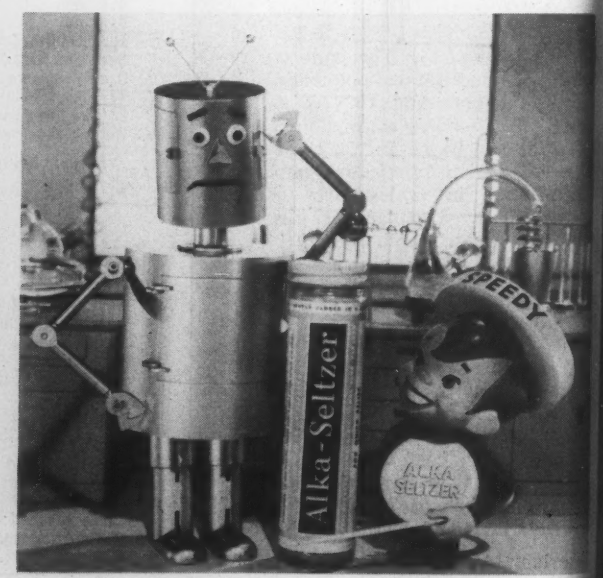
The flexibility pattern would appear to be represented in dollars in this way: spot tv's announcements and participations amounted to over $266.9 million in 1956 but to more than $466.5 million in 1960.

In the overall top 10, Maxwell House coffee and Alka Seltzer have been on the "honor roll" (first 10) all five years; Robert Hall and Lestoil made it over a four-year period; Coca-Cola and Kellogg over three years; Viceroy and Anahist over a two-year stretch; Duncan Hines and Colgate dental cream but one year.

Still others qualifying for the magic top 10 (but not cumulatively for the five-year period): Bulova, L & M cigarettes, Zest, Kent and Mr. Clean (all two years), and Texize, Wonder Bread, Wrigley, Marlboro, Philip Morris, Nabisco, Kool, Ford cars, Yuban and Folger, at least one year.

Enter Wrigley ▪ Newcomers in the top 10 list for 1960 only: Wrigley—also No. 1 in the brand listing for the year and a first appearance in the top 10—increased its spending from under a million dollars in 1956 to more than $7.8 million in 1960; Ford cars, and Yuban coffee.

The report finds an expanding competition through new brands in many product classes, which TvB interprets also as possibly caused, in part at least, by an expansion of the brands' use of spot tv. In the five years, cigarette brands went up from 23 to 36; spray



negative

Stations become important to people for the things they avoid as well as the things they do. Accentuating the negative: the noisy intruder, the meager news coverage, the lack of constructive programming based on local needs, the quick device in place of the sound service. A more positive approach over the years has helped bring each of our radio and television stations the most responsive audience in its coverage area. People listen. People watch. People know.

THE WASHINGTON POST
BROADCAST DIVISION

WTOP-TV CHANNEL 9 WASHINGTON, D. C.
WJXT CHANNEL 4 JACKSONVILLE, FLORIDA
WTOP RADIO, WASHINGTON, D. C.

PERSPECTIVE ON THE NEWS

Madow report may quiet ratings critics

TURNING PROBE TO EXPERTS FAVOR TO SERVICES

The so-called Madow Report on television ratings (BROADCASTING, March 27), which many people had expected to light a fire under the rating services, seems on examination more apt to have the effect of a fire extinguisher.

Now that the report has been in circulation for 10 days and is beginning to be read, the consensus is that its chief effect will be to make it harder for rating service critics to continue the attacks they like best to make. These are the attacks—especially frequent in the past couple of years—based on charges that survey samples are too small, that different findings by two different services automatically mean that one or both services are wrong, that ratings are hypoed beyond reality by special promotions, that ratings put "good" programs off the air or keep "bad" ones on, or that ratings are just plain "evil."

On all these points the report gives the rating services a reasonably clean bill of health, and in that respect it may be expected to quiet (but not necessarily silence) the most vocal critics. It is not expected to do much more than that. But this does not mean that more will not be done.

For one thing, the report, while it also went into so-called "policy" questions regarding the use of ratings, is designed basically as "an examination and evaluation of the statistical methods" used by the services. It is therefore essentially technical.

FTC Probe Different ▪ This apparently is not at all the case in another investigation currently in progress—the thus far little publicized study being conducted by the Federal Trade Commission (BROADCASTING, May 9, 1960). FTC has not officially revealed what it's after, but the agency's very nature justifies speculation that the FTC is hunting misusage of ratings. This might be either on its own motion or on the basis of complaints filed by stations or others, and presumably would be directed at alleged misuse of rating information in station advertising or, possibly, alleged abuse of ratings by agencies in their buying practices.

If this is the case and if FTC proceeds to make specific charges—or even to draw up standards for the use of ratings in advertising—then the result could be much more than the Madow Report itself seems apt to lead to, and explosive to boot.

There is, of course, at least a mathematical chance of further action based on the momentum of the Madow Report alone. The report offers a long list of recommendations having to do mostly with spelling out more clearly the range of accuracy or inaccuracy of the figures in any given rating report and with procedures that the services should introduce and/or follow to insure that their techniques are accomplishing what they purport to accomplish.

These recommendations could conceivably be written into law, but there has been no indication that any such attempt will be made. On the contrary, Rep. Oren Harris (D-Ark.), who up till now has seemed wedded to investigation of the rating services and for whose Regulatory Agencies Subcommittee the Madow Report was prepared, said that he expected no legislative proposals to result from it.

Moreover the report itself says that its recommendations "should not be applied only to the rating services" but also to "market research surveys in general," which would be a far bigger can of worms for a legislative committee to sort out.

Monroney Interested ▪ In Congress, that leaves the Senate, where Sen. A. S. Mike Monroney (D-Okla.) has shown more avid interest in ratings than anybody on either side of Capitol Hill. With Sen. Warren Magnuson (D-Wash.), who as chairman of the Senate Commerce committee has indicated no desire to yield sole custody of the ratings question to colleagues on the House side, Sen. Monroney could continue to push for an investigation there. But to do so the Senators would be almost compelled to ignore the existence of the Madow Report or, recognizing it, to push into areas that it treats slightly if at all.

The report also contains one proposal—aside from the technical procedures for the rating services—

starches from none in 1956 to nine last year; U.S. auto brands from 18 to 26 and liquid detergents from 2 to 8.

Other material in the report:

A widely differing use of the medium by competing products: In the cigarette field, TvB reports, Lucky Strike spent 76.1% of its spot tv budget in the first six months, while Viceroy spent 60.2% of its spot tv budget in the second six months of 1960. Among headache remedies, Anacin was active by 92.8% in nighttime periods, while St. Joseph Aspirin was 92% in daytime; in beer, 62.9% of Anheuser-Busch's budget was for announcements, Falstaff's budget was largely for programs (51%) and Carling had a near even split among three: announcements, IDs and programs.

An ability to promote ideas: more than 35 associations, councils and bureaus used the medium in 1960, including coffee, lamb, cherries, pine, tea, wine, seeds, insurance, cement, motor boats, oil heat and savings banks.

And strong in selling expensive, "considered" purchases: 125 household appliance companies, 56 makes of automobiles, 4 farm tractors, 7 trucks, 3 swimming pool companies, 5 motor boat advertisers and 8 foreign airlines, all in 1960 alone.

Other data in the report studies spot tv's market-by-market flexibility, including regional differences in marketing. In numbers alone, 530 advertisers used spot tv in early 1949, the 2,000 level had been reached by 1953, 3,000 by 1955, the 4,000 level in 1956; the number dropped to 3,807 in 1960, the slight decline coming from advertisers spending under $20,000 annually (and the greatest spending increase coming from advertisers above the $1 million level).

Announcements and participations increased by 75% in billing volume over the five-year period; ID's by 42%; programs remained about the same. As for the total share of the spot tv dollar: announcements-participations rose from 67 cents to 76 cents; programs were down from 21 cents to 13.6 cents and ID's from 11.8 cents to 10.8 cents.

Here is the TvB look at the top 10 brands in 1960's spot tv:

No. 1, Wrigley Chewing Gum hit the top 10 at the top first time, increased from under a million dollars in 1956 to $7,810,000 in 1960; No. 2, Lestoil is down from $17,627,000 in 1959 but is still spending $7,107,000 in spot tv. Back in 1956 when all its dollars were in spot tv, all it had was $807,630; No. 3, Maxwell House coffee has been in the top ten all five years, is now at its all-time high; No. 4, Kellogg cereals has been in the top ten for three of the past five years, up a million dollars from 1956; No. 5, Mr. Clean spends $5,043,000 in 1960 and wasn't even on the market in 1956 or

which it recommends on an industry-wide basis. This is the formation of an Office of Research Methodology which would conduct or commission research designed to improve both audience research techniques and the use of ratings information and also, presumably, help keep the various rating services on their toes.

This idea seems to have fair support and insignificant chances. Few agency or media researchers who have given it any thought will argue that the idea is bad.

The report finds a lot of deficiencies in rating services, but it does not say much that the services have not been willing to acknowledge all along. It says local ratings, especially those in the smaller markets, are apt to be less accurate than national ratings, but the people who do, buy or use research are familiar with this phenomenon. They also know, as the report points out, that small markets and small stations are more likely to get hurt—however inadvertently—by rating errors, and they also know, and the report acknowledges, that accuracy could be improved at all levels by more expensive surveys.

Expense an Item ▪ But who wants to pay more when the studies already cost as much as anybody cares to put up and the chief users are not demanding anything more sophisticated anyway? The answer is practically nobody and the report seems to concur.

One recommendation would completely overhaul a cornerstone of current advertising lingo. It proposes that the term "dollars per thousand," usually called "cost per thousand," be abolished. Computations on this basis, the report contends, can produce dollar estimates that are "seriously too high" if the survey sample was relatively small and the rating involved was less than 5 or even 10. Instead, the report advocates the term "homes per hundred dollars, or perhaps even better, audience per hundred dollars" with the estimate including "not only the estimate of homes but also the estimate of people and the composition."

Formidable ▪ Word of this recommendation apparently was slow to gain circulation. There was little reaction to it last week, although it was acknowledged that "40,000 homes per $100," instead of "$2.50 per thousand homes," could sound pretty formidable aside from any mathematical advantages it might have.

But neither this nor the other recommendations in the report will give much aid and comfort to those who have bludgeoned ratings systems the most. It's conceivable but not likely that they could try to discredit the Madow committee. The fact that the committee was set up through the American Statistical Assn., not to mention the standing of the committeemen themselves—Dr. William G. Madow of Stanford Research Institute, Dr. Herbert Hyman of Columbia U. and Dr. Raymond Jessen of Ceir Inc.—would tend to discredit any discrediting attempt before it started.

1957, reached $421,300 in 1958.

No. 6, Alka Seltzer is another five-year top ten brand, spending $4,846,000, almost a million under last year but ahead of 1956; No. 7, Kent with $4,667,000 in 1960 spent only $188,280 automobile to reach the top ten brands: in 1956; No. 8, Ford cars is the only was regional in 1956 with total spot No. 9, Yuban Coffee with $4,615,000 automobile to reach the top ten brands; television budget of $65,670; No. 10, Folgers Coffee is regional and spending over 2½ times more than in 1956.

Agency appointments...

▪ Westinghouse Broadcasting Co., N. Y., appoints Grey Adv., that city, as its advertising agency. Grey will also represent the newly-formed WBC Productions Inc., Television Advertising representatives Inc., and AM Radio Sales, all WBC subsidiaries.

▪ Chesbrough-Pond's Ltd. appoints BBDO International as agency in the United Kingdom for two additional Vaseline products—Vaseline medicated shampoo and Vaseline hair tonic. Television, newspapers and magazines will be used for both products.

▪ Bali Brassiere Co., N. Y., to Fletcher Richards, Calkins & Holden Inc., N. Y.

▪ Import Motors of Chicago Inc. Northbrook, Ill. (Volkswagen), to Doyle Dane Bernbach Inc., Chicago. Midwest radio is to be used.

▪ Blue Magic Co., Lima, Ohio (Easy Monday laundry products), to Garfield Adv. Assoc., Detroit. Radio-tv are to be used.

▪ Peugeot Inc. (imported cars) to Papert, Koenig & Lois, N. Y., switching $250,000 account from Needham, Louis & Brorby.

STOCKHOLDERS, TOO

L&M president questioned about 'Untouchables' axing

The polemic ABC-TV crime series *The Untouchables,* which Liggett & Myers Tobacco Co. will not renew in October, came under stockholder questioning during the cigarette company's annual meeting for stockholders held last week in Jersey City, N. J. A young stockholder, identified as Evelyn Y. Davis, and one of the more than 250 in attendance, asked William A. Blount, company president, if the tv program had been cancelled because of "public pressure." The L&M executive denied the contention and blamed ABC's insitence on shifting the program from its present Thursday, 9:30-10:30 p.m., EST time slot to a proposed Thursday, 10-11 p.m., EST period (BROADCASTING, March 20, 1961) for the cancellation. Mr. Blount declared that on any night, excepting Friday or Saturday, 10 p.m. was not considered prime time. "We were paying for prime time and not getting it," he said.

Miss Davis then asked if the company had "so little influence that it can be pushed around by the network?" Mr. Blount replied that there wasn't much that could have been done about the situation and compared it with buying advertising space in a newspaper. "I can no more tell the publisher of *The New York Times* where to place my ad than I could dictate to ABC," he declared. He labelled the network's decision to change the series' time slot, an "arbitrary" one and asserted that he hated being the "guinea pig" in an experiment.

Mr. Blount went on to add that the background of *The Untouchables,* which concerns itself with the lawless prohibition era of the '20's, also influenced the cancellation. He said that when the tv series was first bought, two years previous, it set out to cover an historical period. "We think the program covered it honestly and faithfully," the company official said, "but after two years we realized that it couldn't cover the period historically anymore—it had to be fictionalized." He pointed out that this caused concern among Italian-American groups.

"The last thing in the world we wanted," Mr. Blount claimed, "was to cast any reflection against the Italian people. They have made too many contributions for that. We're sorry if any of them took offense."

Members of the Federation of the Italian-American Democratic Organizations of New York, who were scheduled to picket the meeting failed to make an appearance (see story, page

Trick beer consuming devices on television

CODE BOARD SAYS THEY'RE USED TO GET AROUND RULES

NAB's Tv Code Review Board stepped in last week with a warning that beer advertisers are getting around the code ban against on-camera consumption by using photographic tricks. This practice "seems to be on the increase," it said.

The board also issued a warning covering contests or promotions intended solely to "buy" an audience with prizes, a code-violating practice. And it cautioned code subscribers to pay special attention to commercials for bulk or liquid weight-reducing products.

What the board is shooting at in beer commercials, it indicated, are such gimmicks as tilting a glass to the side of the screen with implication the contents are being drunk, flip-flop techniques by which a full glass suddenly is empty though the holder hasn't put it to his lips, and the use of glasses equipped with a tiny hole in the bottom and a suction device that slowly withdraws the contents.

"The advertising of beer and wines is acceptable only when presented in the best of good taste and discretion," the board reminded in citing the long-standing code rule. "No instances of the actual on-camera consumption of the product has been brought to the board's attention recently. However, the use of special photographic techniques which show first a full glass of beer and then an empty one seems to be on the increase.

"It is the board's opinion that to imply consumption of the product by such devices is at variance with the spirit and intent of the good taste provisions. . . . Any commercials which seem to subvert the language or spirit of the code through 'implied' drinking sequences should be seriously reconsidered before broadcast." The board urged subscribers to review wine or beer commercials that make "covert appeals to younger people."

Directing its attention to weight-reducers, the board advised subscribers to check these points: any implication of a specific weight loss over a given period of time for all users; unqualified reference to satisfying the appetite and to a weight reduction that is quick and easy; implication that consumers can or should use any product for the total diet without proper medical guidance; encouragement of self-diagnosis."

As to audience buying, the board noted "a minor rash" of such programming had developed on the West Coast and now has moved into the Midwest. "The usual formula has been tied in with late movies," the board said. "Viewers are rewarded with prizes for being able to identify something connected with the program such as the leading star, or a specific scene. The station calls viewers at random and those who can answer the question come out winners.

"Other contests are variations of this fundamental pattern. What causes these contests to cross the code is that it is almost impossible to answer the question correctly without viewing the station."

Most contests of this type have been modified in consultation with the code staff so they now meet code acceptance, and others have been dropped, according to the board.

Prudential to renew 'Twentieth Century'

The Prudential Insurance Co. of America next fall will continue *The Twentieth Century* series on CBS-TV it has sponsored the past four years. The only change: the time period will be moved from 6:30-7 p.m. to 6-6:30 p.m. Sundays.

Earlier this year, Reach, McClinton, Prudential's advertising agency, had indicated a study was made to find a program to create even greater "agent motivation" for Prudential representatives (BROADCASTING, March 17, 1961). Among the several shows Prudential considered buying but finally rejected was ABC-TV's *Room for One More.*

Prudential's president, Louis R. Menagh, said the company decided to renew *The Twentieth Century* series because of its "high public service and educational values"; that Prudential believes it can make a "greater public contribution by informing as well as entertaining."

It was disclosed, moreover, that reaction from the field, from the company's agents and from the public, supported the firm's decision to stay with the show.

The series last year cost the company approximately $3.8 million in time and talent.

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week March 23-29 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington, D. C.

Date	Program and Time	Network	Rating
Thur., March 23	**The Untouchables** (9:30 p.m.)	ABC-TV	22.8
Fri., March 24	**Flintstones** (8:30 p.m.)	ABC-TV	22.2
Sat., March 25	**Gunsmoke** (10 p.m.)	CBS-TV	30.3
Sun., March 26	**Candid Camera** (10 p.m.)	CBS-TV	26.2
Mon., March 27	**Danny Thomas** (9 p.m.)	CBS-TV	21.2
Tue., March 28	**Garry Moore** (10 p.m.)	CBS-TV	25.3
Wed., March 29	**Perry Como** (9 p.m.)	NBC-TV	17.7

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Ad Council may start overseas propaganda

The Advertising Council is thinking of adding national propaganda overseas to its functions and has named Henry M. Schachte, executive vice president of Lever Bros., to head an exploratory committee. Mr. Schachte, with council chairman Leo Burnett, President Theodore S. Repplier and a dozen others are looking into ways and means.

The Ad Council board acted to set up the "Overseas Information Exploration Committee" following a proposal by Mr. Repplier saying there is a dangerous public relations vacuum in the U.S. government. Already the council acts as an unpaid public relations department with such campaigns as those to bolster economic confidence, define national goals and teach the public about communism.

Referring to communist world gains, Mr. Repplier said the U.S. Information Agency "can scarcely do the all-out propaganda job that our national interest requires." The Advertising Council could bring advertising skill to bear and become the focal point for overseas propaganda requests, producing such specific aids as university kits and anti-communist films, he said.

Doner wins art awards

W. B. Doner & Co., Baltimore, took top honors in last month's 11th Annual Baltimore Art Directors Club Competition winning 14 of the 33 awards. A total of 600 entries was received from sources throughout the Baltimore area. Doner swept both television firsts (for 10- and for 20-second spots) with Ed Trahan the producer on each occasion. The 10-second spot was for Wilkens coffee. Allegheny Pepsi-Cola Bottling Inc. was the 20-second client. Other 31 awards were outside the broadcast field.

LEFT TO RIGHT: FARRELL SMITH, 1-3 PM / BILL OWEN, 4-6 AM / CHARLIE GREER (STANDING), 11 AM-1 PM / SCOTT MUNI, 10 PM - 12 AM / JACK CARNEY, 3-6:30 PM / HERB OSCAR ANDERSON, 6-10 AM / CHUCK DUNAWAY, 7:15-10 PM

THE BIG 7 SWING INTO SPRING

They're the Swingin' 7 from 77... New York's Going-Places Station...with the big bright, beautiful sound of Radio WABC! Hear them every day on Channel 77 with Your Kind of Music...First Person News... First Person Features...It's the listening fun with the sound difference...

THE SOUND OF NEW YORK...RADIO **WABC**

CHANNEL 77 on your sound dial

52). Instead stockholders were greeted by a lone picket who was demonstrating against *The Untouchables* on behalf of Michael Esposito, a politician who is running for councilman in Jersey City. If the stockholders were cheered by the absence of a large force of pickets they quickly sobered when the meeting started. They were told, among other things, that sales and earnings for the first quarter of this year will decline from a like period in 1960.

Boycott against L&M called off by FIADO

The Federation of Italian-American Democratic Organizations of New York was reported last week to have called off its boycott of Liggett & Myers products. It said the tobacco company had met its demands regarding sponsorship of *The Untouchables.*

Rep. Alfred E. Santangelo (D-N.Y.), president of the state federation, said the tobacco company, which had already announced plans not to renew sponsorship of the high-rated ABC program next fall, had agreed on March 24 to withdraw immediately from those programs to which the federation objects. These are programs with an abundance of Italian-named characters in fictionalized situations.

This means, according to the congressman, L&M will sponsor only five remaining *Untouchables* episodes—on April 13, April 27, May 11, May 25 and June 8. The March 30 episode was also approved by the federation for L&M participation.

Reports circulating in New York and Washington to the effect that the cease fire was agreed to because of pressure put on Rep. Santangelo by persons connected with the program were denied by the congressman. "We called off the boycott because we got what we wanted," he said. "We're satisfied with what L&M is doing." Plans to picket the L&M board of directors meeting in Jersey City, N. J., last week were cancelled for the same reason, he added.

He also reported that the proposed boycott of another *Untouchables* sponsor, Armour & Co., is still pending. The decision to move against Armour was voted by the federation two weeks ago (BROADCASTING, March 27), but action has not yet been taken.

Meanwhile, differences that arose between the federation and the Italian-American League over handling of *The Untouchables* case (BROADCASTING, March 27) were reported settled.

GMM&B acquires Chicago's Western agency

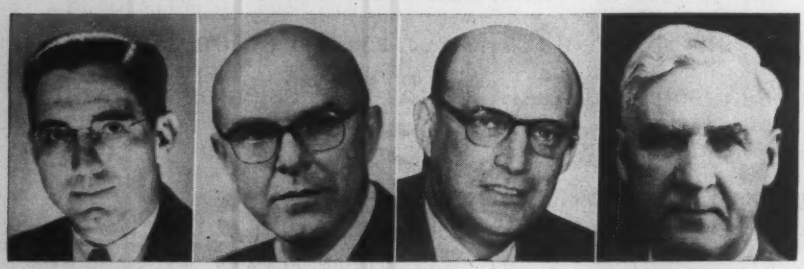
MERGER MEANS $6 MILLION INCREASE IN BILLINGS

In its second merger move in six months, Geyer, Morey, Madden & Ballard Inc., New York, has acquired the $6 million billings of Western Advertising Agency Inc., Chicago. In a joint announcement today (April 3), Sam M. Ballard, president of GMM&B, and G. B. Gunlogson, board chairman of Western Adv., said the merger is effective immediately. Mr. Gunlogson becomes director and member of the executive committee of GMM&B.

With the merger, Western Adv. becomes a division of GMM&B, and will continue its present operations in Chicago and in Racine, Wis. Donald J. Powers, senior vice president of GMM&B and manager of the Chicago office, becomes chairman of the Western division executive committee. Lee H. Hammett, Western Adv.'s president, will retain his title. Western Adv. was founded in 1915, Geyer in 1911.

The addition of Western's billings of some $6 million raises GMM&B's total volume to approximately $40 million, Mr. Ballard disclosed. Late last year the agency acquired The Caples Co., also a Chicago agency (BROADCASTING, Nov. 7, 1960).

Mr. Gunlogson said a primary reason for his agency's interest in joining with GMM&B was "the opportunity to expand our services to our clients through the Geyer facilities." Geyer maintains regional offices in Detroit, Dayton, Chicago, Omaha, Los Angeles and Portland, Ore.



Mr. Ballard | Mr. Powers | Mr. Hammett | Mr. Gunlogson

Ray Conniff to produce radio-tv commercials

Ray Conniff, composer, arranger and conductor, has expanded his musical endeavors to include commercial production for both radio and television. Mr. Conniff hopes to offer a "new sound" to singing commercials and musical backgrounds.

His records in the past two and a half years reportedly have grossed over $10 million in sales. Mr. Conniff plans to create sounds to fulfill the desired image of each individual advertiser.

More information may be obtained by writing to Ray Conniff Enterprises, 15022 Ventura Blvd., Sherman Oaks, Calif. Telephone: State 9-8101.

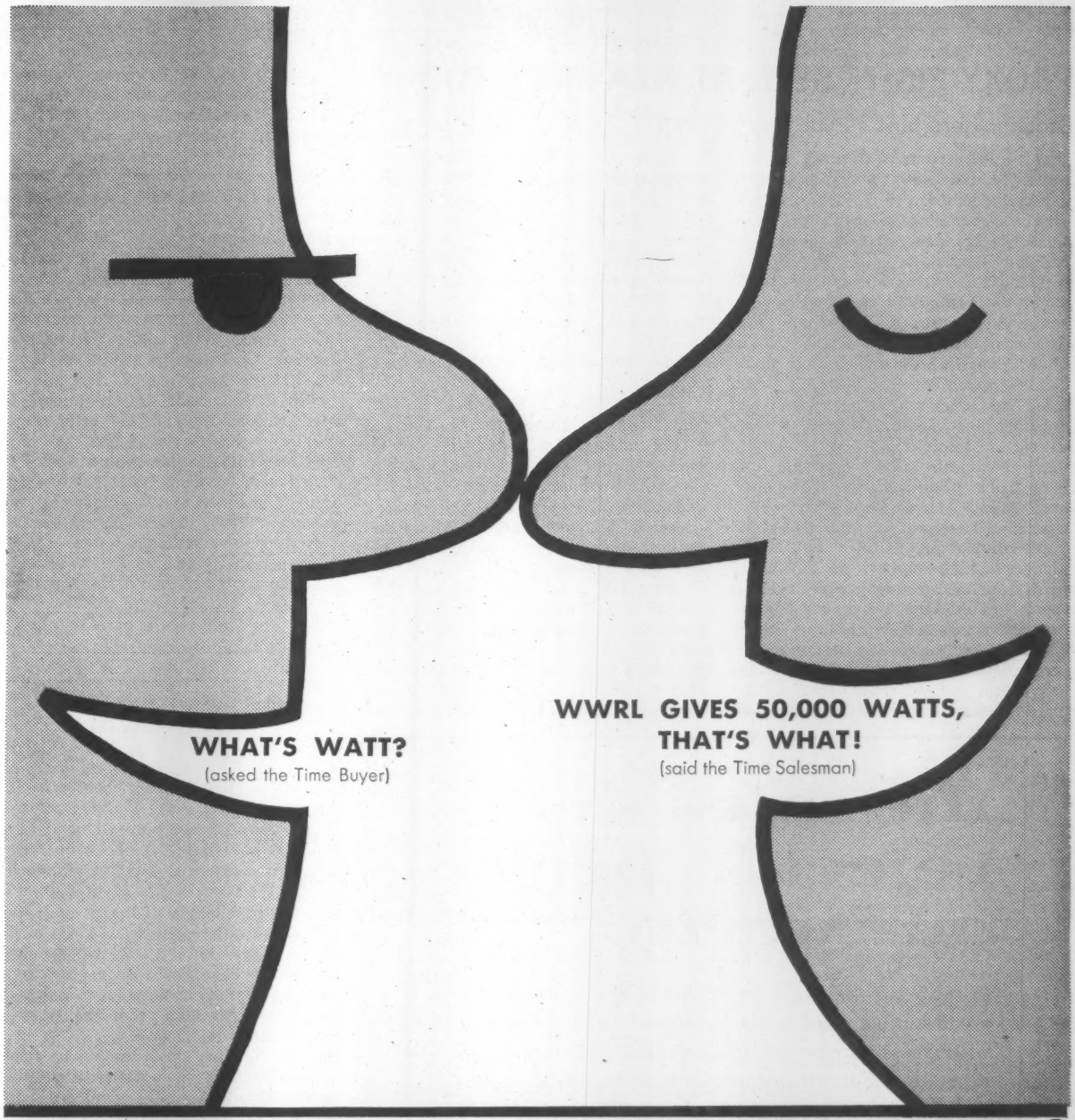
Motion picture ad budget

American International Pictures has set an advertising and exploitation budget of approximately $7.5 million to promote its new pictures. They will be released under a new policy of "one motion picture blockbuster a month," during the company's seventh anniversary year, AIP president James H. Nicholson announced. Television, included in the AIP advertising schedule for the first time, will get approximately 35% of the over-all budget. Another 15% will go for radio and the remainder for national newspaper supplements and magazines. The Goodman Organization, Los Angeles, is the AIP agency.

Timebuyer creativity

NBC Spot Sales has sent questionnaires to 1,200 media people in its eighth Timebuyer Opinion Panel, this one devoted to "Creativity in Timebuying." Richard H. Close, vice president of NBC Spot Sales, said last week the study would be one of the most meaningful so far, serving to help establish more definitely the position of the timebuyer in the broadcasting industry today.

Bill Fromm, new business and promotions manager of NBC Spot Sales, who created the Timebuyer Opinion Panels in 1958, is supervising the new study, offered as a service to the industry. Sample questions deal with the timebuyer's information on an account's distribution, marketing position, campaign strategy and copy and the timebuyer's discretionary power to re-allocate money, to exercise judgment in buying and to take into consideration rating services other than those subscribed to by the agency.



NOW! WWRL GIVES 50,000 WATTS

(Effective Radiated Power)

There's a big new sound in town . . . aimed at New York's big Negro/Puerto Rican market. And WWRL gets to the heart of this market with 50,000 watts of effective radiated power (thru high efficiency antenna array) in its major lobe . . . the area where most Negro/Puerto Rican families live. Remember: your dollar buys *sell* on WWRL.

New power! Louder & clearer to reach New York's big Negro/Puerto Rican Market

PROXY FIGHT SEEN AT NTA MEET TODAY

Stockholders hint skulduggery in WNTA-TV sale, other moves

A turbulent annual meeting of National Telefilm Assoc.'s shareholders is expected today (April 3) in New York. Sharp questioning is expected from some stockholders who challenge the company's intention to sell WNTA-TV New York and some who say they'll ask about the company's relationship with National Theatres & Television, once the parent company and now the holder of 38% of NTA's outstanding stock.

Two shareholders of both NTA and NT&T last week told why they launched a proxy fight against NT&T (BROADCASTING, March 27). The leaders in the proxy battle are Leonard Davis, a New York group insurance consultant, and Philip L. Handsman, a New York attorney. They said they solicited proxy votes from about 20,000 NT&T shareholders asking support at that company's annual meeting in Beverly Hills April 11. Messrs. Davis and Handsman asked that they be elected to NT&T's board and that David Berdon & Co., certified public accountant, be appointed to conduct an independent investigation "into the maze of private dealings which we believe . . . were not at arms length."

Support Claimed ▪ Messrs. Handsman and Davis said shareholders in both companies will ask some "sharp questions" at both annual meetings. The two oppose the sale of WNTA-TV, which they call "a major asset" of NTA. Mr. Davis warned that if the station is sold without the consent of two-thirds of the stockholders, he may consider starting a stockholder's derivative court action.

In their proxy solicitations, Messrs. Davis and Handsman sharply criticized NT&T management. They said NT&T's earned surplus slumped from $12 million to $8 million and attributed this decline to the NTA "debacle." (NT&T acquired 88% interest in NTA in 1959, but last September spun off all but 38% to shareholders).

An NTA proxy statement to stockholders lists these officers who received more than $30,000 remuneration in 1960: Ely A. Landau, resigned as board chairman to bid for WNTA-TV, $52,000; Oliver A. Unger, president of the company last year and now board chairman, $45,000; Ted Cott, vice president, station operations, $45,000, and Samuel P. Norton, director and vice president, business and legal affairs, $32,250.

Emphatically denying the Davis-Handsman charges that NT&T is being run as a "private club for the benefit of certain directors," NT&T President Eugene V. Klein asserted Wednesday (March 29) that "Mr. Davis is using our company only as a vehicle to further his whim of turning from the insurance business into movie and television production, via NTA in which we have 38% of the stock."

Mr. Klein made his comments in Los Angeles immediately after statements by Mr. Davis.

'Half-Truths' ▪ Mr. Klein described Mr. Davis' statements as "only half-truths," and said that within the last six months NT&T shareowners have received stock dividends equal to 90 cents per share; that in the 1960 fiscal year the company paid a cash dividend of 12½ cents per share and two 2% stock dividends with current market values totaling 40 cents.

The statement that NT&T sold $15 million worth of theatre properties "is completely incorrect," Mr. Klein said, denying implications that the sales were forced to meet losses on NTA. Conditions change with the times, he commented, and downtown theatres, once very profitable are not so today. NT&T theatres with a net book value of $4,134,000 and which had been operating at a loss, were sold for $5,448,000, he said. "We never sold a theatre to raise cash," Mr. Klein stated, reporting that NT&T now has on hand $11 million in cash and short term Government securities. NT&T has been purchasing drive-in theatres and sites and is negotiating for other such properties, he said.

Charges that NT&T directors had been using their positions in the board to feather their own nests were indignantly and explicitly denied. Such charges, Mr. Klein said, are unwarranted "character assassination" of individuals who have given service to the company over the years.

the sales we reject . . . prove our worth

In selling or buying a broadcast property, one of your greatest protections is Blackburn's often *demonstrated* willingness to reject a sale rather than risk our reputation. For our business is built on confidence, and no single commission can be worth as much as our good name. Why hazard the risks of negotiating without benefit of our knowledge of markets, of actual sales, of responsible contacts?

BLACKBURN *& Company, Inc.*

RADIO • TV • NEWSPAPER BROKERS

NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D. C.	CHICAGO	ATLANTA	BEVERLY HILLS
James W. Blackburn	H. W. Cassill	Clifford B. Marshall	Colin M. Selph
Jack V. Harvey	William B. Ryan	Stanley Whitaker	Calif. Bank Bldg.
Joseph M. Sitrick	333 N. Michigan Ave.	Robert M. Baird	9441 Wilshire Blvd.
Washington Building	Chicago, Illinois	Healey Building	Beverly Hills, Calif.
STerling 3-4341	Financial 6-6460	JAckson 5-1576	CRestview 4-2770

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval:*

▪ KPRO Riverside, KROP Brawley, KREO Indio and KYOR Blythe, all California: Sold by Morris Pfaelzer and Sherrill C. Corwin to Tom E. Foster, Tolbert Foster, W. E. Dyche Jr., John Blake and Edgar B. Younger for $450,000. Messrs. Foster and Dyche own

KGUN Tucson and KDET Center (Tex.). Stations, all constituting Imperial Broadcasting System, have following facilities: KPRO, 1 kw on 1440 kc; KROP, 1 kw day and 500 w night on 1300 kc; KREO, 250 w on 1400 kc; KYOR, 250 w on 1450 kc. Broker was Blackburn & Co.

▪ WTAW College Station, Tex.: Sold by Lee Glasgow and Hardy Harvey to John H. Hicks Jr. and associates for $109,000. Mr. Hicks and group own KOLE Port Arthur, Tex. WTAW will be managed by Bill Watkins, now at KOLE. The College Station outlet is 1 kw daytime on 1150 kc.

▪ WFCT Fountain City, Tenn.: Sold by James Welsh, J. Francke Fox and others to Robert K. Richards and Frederick L. Allman for $60,000 plus assumption of $15,000 in liabilities. Messrs. Richards and Allman own one-third each of WKBZ Muskegon, Mich., and 50% each of WKYR Keyser, W. Va. WFCT is 1 kw day on 1430 kc. Broker was J. Porter Smith.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page* 89).

▪ WSAZ-AM-TV Huntington, W. Va.: Sold by Huntington Publishing Co. to WJR, The Goodwill Station Inc., for $5.4 million for 89% (see page 33).

▪ KVOS-TV Bellingham, Wash.: Sold by Rogan Jones and associates to Wometco Inc. for $3 million (see page 33).

Time Inc. income up in '60, profit up too

Notification to Time Inc., that its Minneapolis station WTCN-TV, would lose its ABC-TV affiliation this month, had an immediate effect on the earning power and value of the station. This was acknowledged in a footnote to the Time Inc. 1960 financial statement issued in New York last week.

No breakdown was made for the broadcasting division in the annual report, which showed total earnings for magazines, stations, books and other enterprises of $287,121,000, up 6% from $271,373,000 the year before. Net income was $9,303,000 in 1960 or $4.75 a share on 1,957,029 shares, compared with $9,004,000 or $4.60 a share on 1,955,779 shares in 1959.

The footnote on loss of the ABC affiliation was attached to an intangible assets listing on the consolidated balance sheet for Time Inc. "Goodwill and network affiliations, etc." are put at $15,014,000 for 1960 and $15,068,000 the year before. The note states that "It is the opinion of management that the aggregate value of intangible assets identified with broadcasting operations is more than the amount included in the consolidated balance sheet."

WTCN-TV is operating as an independent now and has secured exclusive tv coverage of the new American League baseball club, the Minnesota Twins, stockholders are told in a review of the broadcasting division. This section notes that the company might add a fifth vhf station if an attractive investment opportunity arises. Time is shopping broadcast opportunities abroad, too. Recent expansion of domestic program and news operations also were covered in the report.

Time Inc. stations are KLZ-AM-TV Denver, WFBM-AM-TV Indianapolis, WTCN-AM-TV Minneapolis and WOOD-AM-TV Grand Rapids. WFBM-TV and WOOD-TV are NBC affiliates. KLZ-TV is on ABC.

KTTV's income dropped in '60

Times-Mirror Broadcasting Co., operator of KTTV (TV) Los Angeles, operated at a profit during 1960, although its gross revenue dropped to $8,154,785 from the 1959 gross of $8,777,090, according to the annual report of the Times-Mirror Co., owner of Times-Mirror Broadcasting Co. and publisher of the *Los Angeles Times* and the *Los Angeles Mirror*. Richard A. Moore, president of the broadcast division, attributed the decline to reduced income in the last quarter of 1960. Total, he said, covered receipts from program syndication and from the taping of commercials for use other than on KTTV as well as from the station's broadcast operations. Net income of the division was not revealed.

50-kw daytime outlet starts in Providence

Mr. Lowe

WLKW Providence begins operations today (April 3). Owned by Radio Rhode Island Inc., the 50 kw daytime station on 990 kc, has a good music format.

General manager is Mowry Lowe, formerly with WEAN Providence. Other personnel: F. H. Elliot Jr., sales manager; T. Keith Pryor, chief engineer; Peter T. Barstow, program manager; David S. Wolfenden, production manager; Joe Postar, news editor.

STATIONS FOR SALE

EAST

Ideal station in Northern New England for owner-operator. Brand new equipment. 1961 gross will hit $100,000 easily. Priced to sell.

WASHINGTON, D. C.
1737 DE SALES STREET, N.W.
EXECUTIVE 3-3456
RAY V. HAMILTON
JOHN D. STEBBINS

SOUTH—$95,000

DAYTIMER

Beautifully equipped, one station market serving over 200,000 people, presently holding its own, just waiting for aggressive ownership and management to take advantage of an unbelievable potential. This is a radioman's dream.

DALLAS
1511 BRYAN STREET
RIVERSIDE 8-1175
DEWITT 'JUDGE' LANDIS
JOE A. OSWALD

MIDWEST—$185,000

Suburban daytimer with 1960 cash flow in excess of $40,000. Priced at $185,000 with 29% down payment.

CHICAGO
1714 TRIBUNE TOWER
DELAWARE 7-2754
RICHARD A. SHAHEEN

WEST—$175,000

Fulltime radio station located in one of the most highly desirable areas of California. Operating well in the black with tremendous potential for even greater profits. Equipment in excellent condition. Priced at $175,000 with 29% down and balance on terms.

SAN FRANCISCO
111 SUTTER STREET
EXBROOK 2-5671
JOHN F. HARDESTY
DON SEARLE—Los Angeles

Hamilton-Landis & Associates INC.
NATIONWIDE BROKERS
RADIO & TELEVISION STATIONS • NEWSPAPERS
NEGOTIATIONS • APPRAISALS • FINANCING

IT'S METROMEDIA

Metropolitan stockholders vote to change firm name

Stockholders of Metropolitan Broadcasting Corp. approved a company proposal last week to change the corporate name to MetroMedia "to reflect more accurately" the nature of the organization's business.

John W. Kluge, board chairman-president, told stockholders before the voting that the change of name is advisable because of the company's expansion into outdoor advertising through acquisition of Foster & Kleiser. Metropolitan Broadcasting Corp. no longer accurately describes the nature of the company, Mr. Kluge said, since broadcasting constitutes only about 50% of the company's business.

The action came at the company's annual meeting in New York; stockholders also voted to increase to 3.6 million the number of shares of stock authorized to be issued; approved and ratified an employe stock option plan and re-elected 13 members of the board. It was pointed out that the increase in authorized capitalization is advisable for future expansion, although there is no present intention to issue any of the newly-authorized shares.

The "MM" logo Board Chairman-President John W. Kluge is holding stands for MetroMedia Inc, the new company name of Metropolitan Broadcasting Corp.

As presently constituted, MetroMedia will have three divisions—Metropolitan Broadcasting, with three vhf and two uhf tv stations and three radio stations; World Wide Broadcasting, international short-wave radio operation; and Foster & Kleiser Div.

A proxy statement sent to stockholders in advance of the annual meeting shows that total payment to Mr. Kluge during 1960 was $99,519. Other officers paid in excess of $30,000: Laurence H. Odell, president of the Foster & Kleiser Division, $70,833; Bennet H. Korn, executive vice president for television operations and general manager, WNEW-TV New York, $70,000; John V. B. Sullivan, vice president and general manager, WNEW New York, $70,000; Benedict Gimbel Jr., vice president of the corporation, $35,000.

New WFAA studios have biggest stereo system

The new $3.5 million communications center at WFAA-AM-FM-TV Dallas, to be formally opened this Wednesday, has among its equipment a General Electric four-channel stereo audio system described as the largest ever installed by an individual station.

Custom-built for WFAA, the all-transistorized audio system makes possible concurrent live broadcasting, network programming, recording and rehearsals. The nerve center—also custom-built—is a transistorized stereo master control switching unit for am, fm and tv sound. It consists of 22 monophonic input channels.

Besides furnishing practically all electronic equipment for the 68,000-square-foot facility, GE also has equipped the station's mobile television unit and has supplied WFAA with five continuous motion film projection systems, one for color.

The projectors, too, are extra special—injecting new life into old film by a diffused light system, which eliminates most ill effects of scratches and dirt particles. The improved 16mm projectors were designed by Eastman Kodak Co., Rochester, N. Y., and marketed by G.E.

Engineers at NAB meet to hear Gen. Medaris

Maj. Gen. J. B. Medaris, former space chief of the Army and now president of Lionel Corp., will address the Tuesday engineering luncheon of the NAB's May 7-10 convention in Washington. His selection as a speaker was announced April 2 by A. Prose Walker, NAB engineering manager, and Virgil Duncan, WRAL-TV Raleigh, N. C., chairman of NAB's Engineering Conference Committee.

Gen. Medaris was responsible for development and production of the Jupiter IRBM missile and deployment of the Redstone ballistic missile. He managed successful completion of Explorer I, first U.S. satellite.

NAB's Engineering Conference is held simultaneously with the management-ownership convention.

Dr. Edward Teller, atomic scientist and "father of the hydrogen bomb," now a physics professor at U. of California, will speak at the Wednesday luncheon of the engineering group.

WEED HAS 4 SOUTHERN OFFICES!

This territory is IMPORTANT
This territory is ACTIVE
This territory is DEMANDING

That's why 4 of Weed's 14 offices are located here. Only direct face-to-face salesmanship and constant servicing can produce maximum results in the South.

Wherever a buying decision is made...
a WEED man IS THERE!

The experienced eye is an important measure of quality at Collins. **Of course, electronic devices test broadcast equipment, too. But, as in all great products, the final measure of quality at Collins is made, not by a machine, but by a man—a man with a very experienced eye.**

COLLINS

COLLINS RADIO COMPANY • CEDAR RAPIDS, IOWA • DALLAS, TEXAS • BURBANK, CALIFORNIA

NBC reported losing three vice presidents

Two NBC vice presidents, Burton H. Hanft and George Matson, were reported last week to be planning to leave the network for as yet unannounced positions elsewhere.

Mr. Hanft is vp in the talent and contract administration area, which is now headed by James A. Stabile since his return from duty as head of NBC's standards and practices unit. Mr. Matson formerly was vp and general manager to the tv network but most recently has been vp and special projects assistant to President Robert E. Kintner. With B. Lowell Jacobson's departure from the personnel vice presidency to Pepsi-Cola (see FATES & FORTUNES, page 83) the resignations of Messrs. Hanft and Matson bring to three the number of upper-echelon executives leaving or in the process.

Mr. Matson is known to be considering a number of offers in the field of financial management.

Network authorities emphasized, however, that all three were leaving for their own personal reasons having nothing to do with either NBC's current period of belt-tightening or the repeated reports—which have been just as repeatedly denied—that changes are afoot in the network's top management.

The belt-tightening, they said, is part of a pattern which occurs every year about this time with all departments asked to review their operations and make whatever curtailments may be justified. This annual review has more than a seasonal justification this year, they added, because while selling for the fall season is moving "nicely and ahead of schedule," sales for the first and second quarters are showing some effects of the slump in the nation's general economy, compared to sales a year ago. But they stressed that the review, while general ,is routine for this season and that no quotas have been set for cutbacks in any department.

Auditors plan association of financial officers

Later this year an organization of broadcast station financial officers will be formally incorporated and membership invitations will be sent to television and radio station controllers, treasurers, auditors and others involved in fiscal administration. A decision looking toward these steps was made in Chicago last week by an informal meeting of station financial executives.

To be patterned after the publishing industry's Institute of Newspaper Controllers & Financial Officers, the proposed new broadcast organization would hold meetings and exchange information on such subjects as station accounting procedures, problems of agency billings, taxation, amortization of television film and station equipment, insurance and personnel.

Other business fields long have had such financial organizations, it was noted by Henry W. Dornseif, assistant treasurer of WCCO-AM-TV Minneapolis, and the need has long been felt in broadcasting. Mr. Dornseif generated interest in the move by writing to 500 stations and group operators. Of 360 replies, he said, "The overwhelming majority were in favor." The Chicago group voted to proceed with organization and Mr. Dornseif was named chairman of a 12-man steering committee, comprised of three subcommittees.

Membership of the subcommittee on incorporation and bylaws includes Chairman Tom Carroll, WFBM-AM-TV Indianapolis; John Herklotz, WGN-AM-TV Chicago, and John Hinkle, WISN-AM-TV Milwaukee. Membership Subcommittee: Chairman Richard S. Stakes, WMAL-AM-TV Washington; Joseph Madden, Metropolitan Broadcasting Corp., New York, and James Flynn, WPIX (TV) New York. Subcommittee on objectives and purposes: Chairman Arthur H. Hertz, Wometco Enterprises Inc., Miami; Charles A. Hart, WHDH-AM-TV Boston; Norman C. Hadley, CBS Television Stations, New York, and Herbert J. Mayes, WOR New York.

Media reports...

Pitch for radio ▪ A reminder to advertisers that all radio can do the job for a sponsor has been circulated by WGRD Grand Rapids, Mich. Following claims of rivals to leadership in local ratings, the station sent letters to all local advertisers and agencies denying the claims and saying in effect that radio was the best media—whether or not WGRD was purchased. Reaction to WGRD's letter seemingly was favorable, even from its competition.

Special honor ▪ The Kelo-Land stations (Midcontinent Broadcasting Co.) KELO-AM-TV Sioux Falls, KDLO-TV Watertown and KPLO-TV Reliance, all South Dakota, were honored last month by that state's legislature for their tv coverage of the body in session. The stations were cited for their complete coverage of the House of Representatives and for furnishing free closed circuit television to the overflow crowd.

Community heart ▪ Some 140 to 160 free announcements by WCHL Chapel Hill, N. C., on behalf of a family whose home had been destroyed by fire drew impressive response from listeners. The home of a family of nine, which the father had built himself, burned down leaving the family destitute. The same day the station sent out pleas for help and got over 200 contributions of household goods—many of them practically new—as well as checks from civic organizations. In fact there was a sufficient surplus to help out another smaller family in a nearby town that had also been made homeless by fire.

Storer creates standards dept.

Storer Broadcasting Co. today (Monday) is to announce the formation of a Broadcast Standards Dept. to cope with what it terms the multitude of standards and complex regulatory considerations now facing the industry. The announcement was made by Stanton P. Kettler, executive vice president, operations, SBC.

Mr. Kockritz

Mr. Kettler added, "we have been studying such a plan for nearly a year. Frankly, it's an outgrowth of Storer's Quality Control Department (BROADCASTING, Nov. 28, 1960), which more than paid for itself in improved programming product, uniformity of rule and code interpretation, music control and other factors."

Heading the new standards department is Ewald Kockritz, SBC vice president and national program director for television, who will be freed from his programming responsibilities to assume the new position. He will report directly to Mr. Kettler.

Mr. Kockritz, who has served Storer in various capacities since joining the organization in 1941, has been a vice president since 1954. He will continue to headquarter in Storer's Miami Beach home office.

The Broadcast Standards Dept. will consolidate matters relating to FCC rules and the Storer program manual. It will operate quality control, review community needs and program interests in each market and will be responsible for station procedures for clearance of program content and advertising copy. "This isn't a 'watch dog' department," concluded Mr. Kettler, but a new approach through which we hope to relieve many of the burdens placed on our station personnel.

Storer stations are WJBK-AM-TV Detroit; WJW-AM-TV Cleveland; WSPD-AM-TV Toledo; WITI-TV Milwaukee; WAGA-TV Atlanta; WIBG Philadelphia; WGBS Miami; WWVA Wheeling, W. Va. and KGBS Los Angeles. Pending before the FCC is an application to purchase WINS New York.

VIEWMANSHIP!
The big difference is WMAR-TV

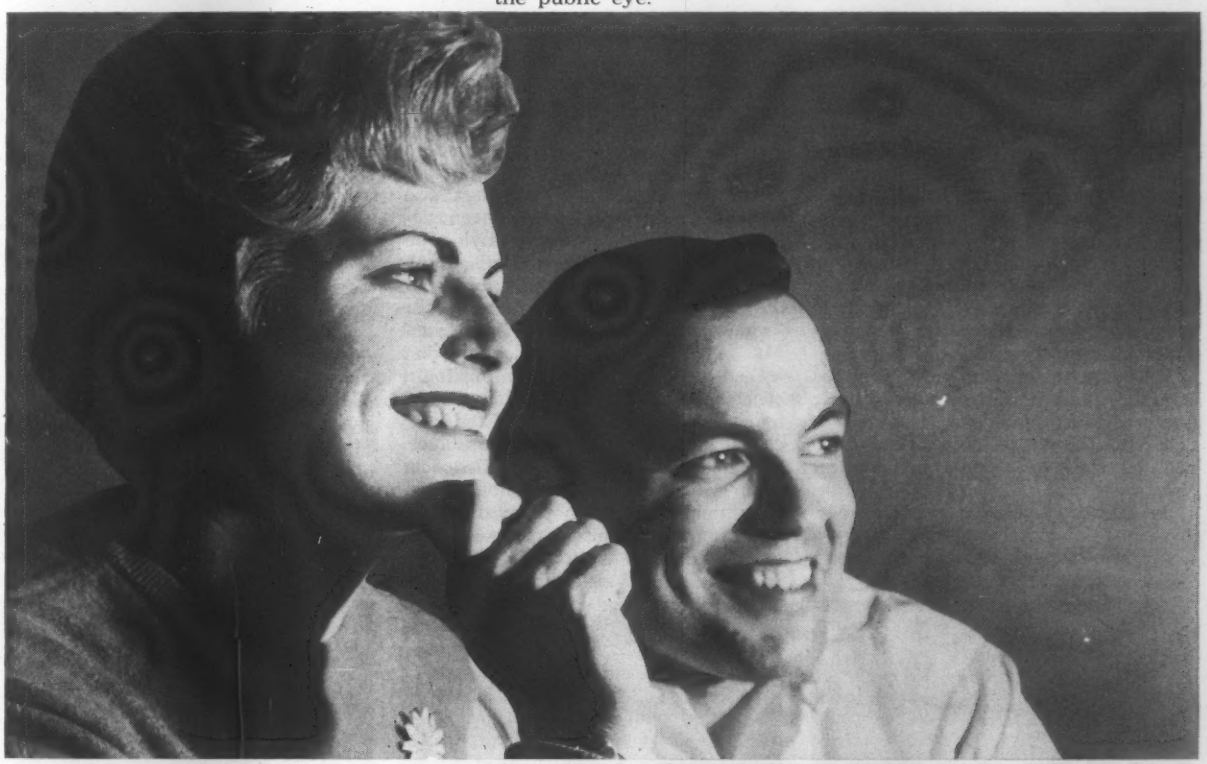
In the huge and growing Baltimore-Maryland market, WMAR-TV delivers VIEWMANSHIP . . . the key to an alert and receptive audience that means more to the advertiser! WMAR-TV VIEWMANSHIP means quality as well as quantity.

One of the many long-time favorites with WMAR-TV viewers is Baltimore's top-rated daytime program "DIALING FOR DOLLARS" . . . a money-giveaway show that has consistently held leadership in its time segment—9:40 A.M.-10:00 A.M., Monday thru Friday. (ARB—Jan. 1960 thru Jan. 1961)

In 1960 "Mr. Fortune" on "DIALING FOR DOLLARS" made 783 telephone calls and had 156 winners—a whopping 19.9% who had to be intently tuned to the program.

This amazing record was achieved in a Baltimore and Suburban market area with over 415,000 listed telephones.

THIS IS VIEWMANSHIP at its best . . . the indefinable ingredient in WMAR-TV programming that means acceptance in the public eye.



In Maryland Most People Watch

WMAR-TV

CBS TELEVISION NETWORK

SUNPAPERS TELEVISION
BALTIMORE 3, MARYLAND

Represented Nationally by THE KATZ AGENCY, INC. **CHANNEL 2**

Watchdog may follow bark with bite

LEGISLATION LOOMS AS RESULT OF THREE-DAY CAMPAIGN HEARING

The Senate Watchdog Subcommittee wound up three days of hearings last week that are bound to produce recommendations for new legislation or regulations, or both, to govern political broadcasts.

FCC Chairman Newton N. Minow, the lead off witness, told the three-man unit headed by Sen. Ralph Yarborough (D-Tex.) that broadcasters had been "scrupulously fair" in their coverage of the presidential and vice presidential campaign.

But then Joseph M. Nelson, chief of the commission's Renewal & Transfer Div. took the stand. He recounted more than 40 complaints the commission had received about broadcasters during the 1960 political campaign. The complaints had been selected, in cooperation with the Watchdog staff, from some 200 in the FCC files.

Key Points ▪ At the conclusion of his testimony on Wednesday, these were the questions that seemed to have held the most interest for Chairman Yarborough and his subcommittee colleagues, Sens. Gale McGee (D-Wy.) and Hugh Scott (R-Pa.):

- The manner in which the FCC handles complaints and the need for additional staff to speed up the process.
- The FCC power, or lack of it, in redressing wrongs allegedly done candidates by radio or television stations.
- The need for clarifying the rules regarding editorials, particularly those for or against candidates.
- The refusal of some stations to sell, let alone give, time for political broadcasts.

In case after case discussed by Mr. Nelson, FCC action was shown to have come weeks, and sometimes months, after a complaint had been received. Mr. Nelson said the delays were due largely to the tremendous volume of work for which only seven men are responsible.

He said the seven—an assistant section chief, five lawyers and a law clerk—had to process the 200 complaints along with their regular work, which involved 1,700 renewal applications.

In his opening remarks, Chairman Minow said the need for additional help would be developed in the hearings, and before the first day was over, the subcommittee members were agreeing with him.

FCC Needs More Muscle ▪ The Senators' questions in a number of cases indicated their view that the FCC should have—or use—more muscle in requiring a station to be fair to opposing candidates. The action taken by the commission in many cases—a reminder to an accused station that it must observe fairness and a warning that its record would be reviewed at license-renewal time—was far from satisfactory to Sens. Yarborough and McGee. "After a man has been defeated it's little comfort in saying he shouldn't have been," Sen. McGee said.

Sen. McGee thought the commission ought to have the power to carry out "whatever finding it makes in a case." Mr. Nelson said the commission lacked this power now. Then making it clear he was speaking for himself, he agreed "it might be helpful" if the FCC could invoke sanctions—for instance, the issuance of a cease and desist order—for violations of commission policy. Chairman Yarborough promptly asked Subcommittee Counsel Creekmore Fath and Mr. Nelson to draft legislation to provide this authority.

Several times during the hearing Sen. McGee expressed the view that FCC regulations should distinguish between editorials and editorial endorsements. He felt the rules regarding the latter should be tightened.

A case in point was the editorial broadcast by WMCA New York and WBNY Buffalo endorsing John F. Kennedy in the presidential contest. The subcommittee commended the station's management, Nathan Straus, chairman of the board, and his son, R. Peter Straus, for their pioneering in the field of broadcasting editorializing.

Who Designates the Spokesman? ▪ But the senators questioned what appeared to be the Strauses' insistence that the station had the right to name a rebuttal spokesman when Vice President Nixon declined an offer to reply in his own behalf.

This position was objected to most strenuously by Sen. Thurston Morton (R-Ky.), chairman of the National Republican Committee and a member of the parent Commerce Committee who sat with the Watchdog unit during the discussion of the WMCA case. He said it wasn't always possible for an opposition candidate to reply to an editorial and that some official party leader should have the right to designate a spokesman.

Eventually, R. Peter Straus said that what he and his father were concerned about was a case in which neither the candidate nor a spokesman designated by him was available to reply.

Another Question ▪ The WMCA case also raised another point—that of whether a station had a right to ad-

Counsel Fath and Sen. McGee

FCC's Joseph M. Nelson

Sen. Morton and Councel Boehm

vertise, in the press, a political editorial. Sen. Morton said the WMCA ad promoting the Kennedy editorial was "clever political propaganda disguised as a business expense."

However, he didn't get very far with this argument. Mr. Nelson said, in his view, the FCC can regulate what a station broadcasts, not what it advertises in the press. Nor did Sen. Morton get much support from his Democratic colleagues.

Cheers for WMCA ▪ Despite these conflicts, the WMCA presentation regarding political broadcasting won applause from the subcommittee. Senator McGee said the station had "cut a swath through the jungle" and that its record could well be examined as a basis for future policy. Its endorsement of President Kennedy was believed to be the first ever broadcast in favor of a presidential candidate.

Refusal to Sell Time ▪ The refusal of stations to sell time for political broadcasts came up several times during the hearing, and it was developed at some length in the testimony of M. S. Novik, a radio-television consultant who has worked with the International Ladies Garment Workers Union, AFL-CIO, in its political campaigns since 1940.

He said that during the 1960 campaign about one fifth of all ABC Radio network stations turned down a paid political program he produced for the union in support of the Democratic presidential candidate.

He said this was by far the highest turn-down rate he had ever encountered in six presidential campaigns and ascribed it local stations' devotion to record shows. He expressed the view that broadcasters must, as a condition for keeping their license, "allocate equal and adequate time for political discussions, free and paid."

The hearings, as one observer put it, provided the subcommittee with "a good education" as to the workings of Sec. 315, the political broadcasting section of the Communications Act. One of the lessons they learned was that debate shows were not, in the FCC view, exempted from the equal-time rule when Congress amended the act in 1959 to exclude news programs and panel news shows.

In a case involving an *American Forum of the Air* program broadcast over WBZ Boston last fall, the FCC ruled that the Democratic opponent of Sen. Styles Bridges (R-N.H.), who appeared on the show, was entitled to equal time.

Sen. Scott felt this ruling was based on "sparse reasoning," in view of the fact that such shows as *Capitol Cloak Room, Meet the Press,* and *Face the Nation* were exempt from the equal time requirement. However, Mr. Nelson said if Congress had intended to exempt debates, it would not have been necessary to pass legislation last year to make the Kennedy-Nixon encounters possible.

One complaint that failed to develop the controversy expected was that involving the series of eight U.S. Steel commercials broadcast over CBS-TV last fall. The Democratic National Committee had contended that these commercials, narrated by Lowell Thomas, were designed not to sell steel but to bolster Republican campaign arguments that the nation's economy was booming.

This complaint, one of the last to be taken up on Wednesday, was hurriedly disposed of as the subcommittee members were anxious to get back to the Senate for important votes on the sugar bill. However, the complaint is expected to raise a number of questions in the future, including:

▪ The connection between Carroll Newton's position as vice president of BBDO and head man on the U.S. Steel account and as chief of Campaign Associates, a public relations firm established to handle the Republican national campaign.

▪ CBS' contention that it had not received any complaints until early November (the series began in September) and that it would have reviewed the series—and possibly taken some remedial action—if it had received complaints earlier. The Democratic National Committee, according to Mr. Fath, had objected to the commercials early in October and had been told subsequently by CBS that it had reviewed the series and determined it had been designed only to promote the sponsor's product.

R. Peter Straus and Nathan Straus of WMCA and WBNY

GOP leaders protest JFK's agency reports

Congressional grumbling about President Kennedy's request for monthly reports from federal agencies continued last week, this time at the weekly news conference of the House and Senate Republican leaders.

Rep. Charles A. Halleck (R-Ind.) and Sen. Everett M. Dirksen (R-Ill.) said the White House request violates the laws under which the agencies were created and should be withdrawn. They also asked that all reports issued so far be turned over to appropriate Congressional committees for the public record.

They said the presidential action weakens the independence of the agencies, noting that the memorandum calls for inclusion in the reports of "important policy and administrative actions taken or proposed."

They said "not since the days of the New Deal" has a President tried to "usurp the authority or influence the policy-making powers of these independent agencies."

Too Far ▪ The Republican leaders did not dispute the President's right to information about the agencies and their needs. But the Kennedy memorandum, they insisted, went too far.

Earlier, Rep. William Avery (R-Kan.) kept up the attack he has launched on the presidential order by requesting Rep. John E. Moss (D-Calif.), chairman of the Freedom of Information Subcommittee, to cooperate in an effort to pry the reports loose from the White House.

Noting that Presidential News Secre-

'Welcome to the club, Mr. Minow'

Approximately 200 attended a reception March 24 in honor of new FCC Chairman Newton N. Minow at the Broadcasters Club in Washington. Above, the chairman cuts a huge cake with the inscription "Welcome, Mr. Chairman" as Broadcasters Club President Ben Strouse (WWDC Washington) watches approvingly. Special guests at the reception were professional members of Mr. Minow's personal staff.

tary Pierre Salinger had said the reports would not be made public, Rep. Avery said in a letter to Rep. Moss, "I am convinced you are dedicated to the principle that all appropriate information should be made available to Congress," especially from agencies under its jurisdiction.

Rep. Moss said later he had referred Rep. Avery's letter to the subcommittee staff and that no decision had yet been made as to what action would be taken on it.

FCC cites 'scandalous material' in petition

What the FCC termed "scandalous material" was hit by the agency last week in refusing to reconsider a Dec. 29, 1960, order which set aside grant of three vhf repeater stations in Bloomfield, N. M., but allowed the stations to continue operation pending a hearing.

Target of the commision's wrath was Aztec Community Tv Inc. which protested the original grant to Boomfield. Aztec serves that city and Blanco, N.M., with catv signals of the three Albuquerque stations. The catv operator maintained that the Bloomfield repeaters were only 500 yards from its off-the-air pickup station which therefore caused technical interference and were constructed illegally.

"Aztec's petition contained scandalous material," the commission charged, "and if the attorney [John P. Cole Jr. of Smith & Pepper] who is counsel for the petitioner again files pleadings containing such material in this or any other proceeding before the commission, specific measures will be considered to prevent any further repetition." A one-day hearing on the Aztec protest was held last Tuesday (March 28) in Bloomfield.

The language in the petition for reconsideration, filed Jan. 30, which drew the commission's ire stated the FCC "need not be remainded of the long and sad history surrounding the vhf booster situation. It cannot be reasonably denied that the same type of illogical and dilatory action, as has been applied here, is largely responsible for this history. A failure to meet and dispose of the problem with affirmative action in its initial stages is precisely what permitted the present chaotic state of affairs to blossom forth."

Chairman Newton N. Minow did not participate and Commissioners Rosel Hyde and Robert Bartley abstained in the Bloomfield action.

Harris to keep eye on reorganization plans

Chairman Oren Harris (D-Ark.) of the House Commerce Committee served notice last week that he is still concerned about the Landis report and intends to look closely at any government reorganization plans coming from the White House.

He made his remarks last week during debate preceding House action in passing the Government Reorganization bill and sending it to the President. The bill, passed earlier by the Senate, permits the President to submit reorganization plans which become effective within 60 days unless vetoed by either House of Congress.

Rep. Harris told the House he believes several of the proposals in the Landis Report on regulatory agencies would compromise the independence of those agencies and tend to make them "subservient" to the White House. James M. Landis, who wrote the report, is now the President's advisor on regulatory agencies.

"Consequently," Rep. Harris added, "I am watching and I am going to watch and our committee is going to watch very carefully and keep a constant check." He also said that if "some of these far-reaching plans" are presented to Congress, his committee will hold hearings with a view to making recommendations on them.

WSAY fears monopoly in Rochester tv sales

WSAY Rochester, N. Y., last week asked the FCC to disapprove the sale of WROC-TV that city to Veterans Broadcasting Co. and the contingent sale of Veterans' WVET-TV to WHEC Inc.

The am station said the sale would weaken its position in competing with newspapers and tv for advertising revenue. Veterans owns an am; Gannett newspapers own WHEC Inc. The two formerly shared time on WVET-TV (ch. 10). WSAY said the sale would lead to a "combination of control" of media in Rochester that would restrict advertisers in the selection of media. It added that it and the general public would "suffer from extension of the monopolistic influence of Gannett Co."

This was the second protest to the FCC against the combination sale. Two unions earlier complained that the sale contracts discriminated against labor (AT DEADLINE, March 20).

You can't say gypsum in a headline,

or Son of WMT Strikes Back

Imagine a Fort Dodge station advertising in *Broadcasting*. They must be loaded, people will say.

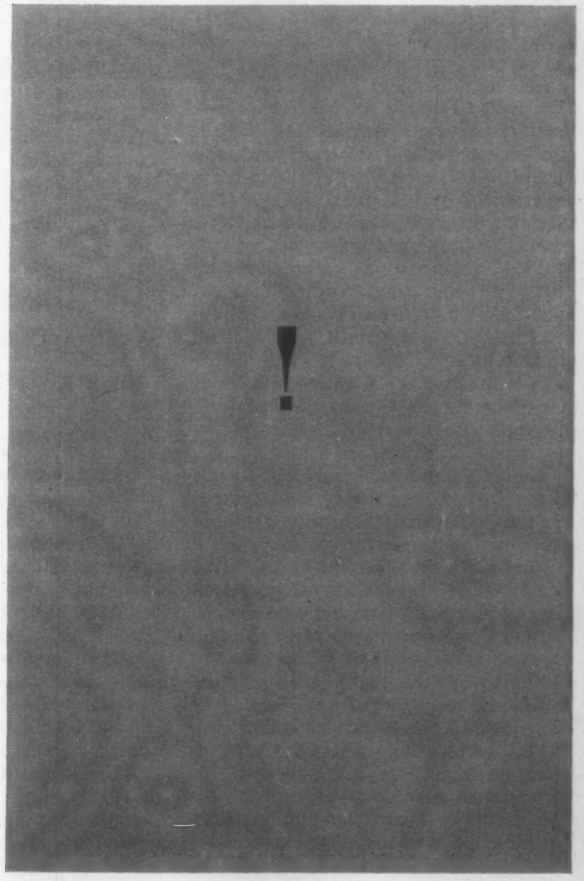
That's a calculated risk we'll have to take, because the time has come to tell the world that the gypsum one George Hall used to perpetrate his "Cardiff giant" canard came from a bed just east of Fort Dodge.

Many a pear-shaped canard has flowed under the bridge since 1868, when Hall carved his hunk of gypsum and buried it in Onondaga County, New York. One we'd like to de-hoax forthwith goes something like this: "Who needs a daytimer in the county seat of Webster County, 85 mi N by W of the state capital, located on the picturesque Des Moines River, served by four railroads, an airline, and assorted highways, with a large trade in grain, gypsum and clay products, with a commission form of government, that was named after Col. Henry Dodge (1782-1867)?"

You do, if you want to fill the gap left by the signals of stations on the periphery of our North-Central Iowa coverage area. Slop-over's fine for hog pens but it's no way to cover the big state of Iowa, where people live everywhere. This is a job for coverage stations like K-WMT, whose 5,000 watts, newly acquired, push the 2 mv/m line past Iowa's western and southern boundaries, and make our 0.5 mv daytime coverage area the largest of any station in Iowa.

Lagniappe: Advertisers running schedules on K-WMT concurrently with schedules on WMT can combine to earn frequency discount on K-WMT.

K-WMT • *Represented by*
Everett-McKinney, Inc.
540 kc • Iowa's finest frequency • 5,000 watts
Mail Address: Fort Dodge, Iowa
Affiliated with
WMT AM & TV, Cedar Rapids—Waterloo;
WEBC, Duluth.



NEW BROADCAST LICENSING CRITERIA?

Antitrust actions pertinent in Philco-NBC case—Justice

A number of blue-chip broadcast licensees last week were studying intently a statement by the Dept. of Justice that implies the FCC has been neglecting its duty to take a look at all licensees who have signed antitrust consent decrees or pleaded no defense in antitrust cases.

This contention was set forth by the Justice Dept. in a brief filed March 24 with the U. S. Court of Appeals in Washington (AT DEADLINE, March 27). It was presented at the request of the court, which is considering the fight by Philco Corp. against NBC's Philadelphia tv station.

Both the FCC and NBC are preparing replies to the Justice Dept.'s position.

The government memorandum, written by Richard A. Solomon, one-time FCC assistant general counsel, takes issue with the commission's position that it acted correctly last year in denying Philco's request for an evidentiary hearing on its protest against the 1957 license renewals of NBC's WRCV-AM-TV Philadelphia.

The FCC initially dismissed the Philco protest, holding the Philadelphia radio-tv-appliance manufacturer has no standing. The appeals court reversed that position. The FCC then allowed Philco oral argument, but last July dismissed the complaint again. The FCC also denied Philco's request for an evidentiary hearing against NBC based on two recent consent decrees (and one plea of *nolo contendere*) resulting from government suits against RCA. The first suit, in 1954, was aimed at RCA patent licensing practices; the second, in 1956, at allegations of pressures by NBC in persuading Westinghouse to swap stations (Westinghouse's Philadelphit outlets for NBC's Cleveland stations, plus $3 million).

In both cases, RCA entered into consent decrees. RCA also pleaded *nolo contendere* in the criminal suit involving patent licensing.

The FCC intimated, said the Justice Dept., that neither the consent decrees nor the no contest plea involved adjudication or admission of guilt.

Must Consider Pleas ▪ The FCC, the Justice Dept. argued, is obligated to give "appropriate" consideration to both consent decrees and *nolo* pleas in judging the qualifications of its licensees.

Neither of the two actions can be considered an acquittal or a finding of non-violation, the Justice statement said.

This is especially true, the government memorandum said, "when it is recognized that *nolo* pleas and consent agreements to drop offending practices are most likely to result where the conduct was most clearly in violation of the antitrust laws."

The FCC has not held a hearing on NBC's qualifications since 1931, the Dept. of Justice pointed out. Although the commission might feel the network still qualifies as a licensee despite the RCA-NBC antitrust record, the agency cannot deprive Philco of its "statutory right" to attempt to prove that NBC is not qualified to be a licensee, Justice said.

Philco attacked NBC's Philadelphia position from a new front last May by filing a complete application for the ch. 3 facility now licensed to NBC. The license is up for renewal in August.

In accepting a consent judgment in the Philadelphia-Cleveland swap case, NBC agreed to divest itself of the Philadelphia tv station under attack by Philco. Philco claims NBC cannot sell WRCV-TV until a comparative hearing is held. NBC has agreed to exchange WRCV-AM-TV with RKO General for the latter's Boston stations (WNAC-AM-TV).

Finger Points ▪ The Justice Dept.'s position, if sustained, means the FCC must institute a hearing whenever a licensee's qualifications are challenged because of consent judgments or *nolo contendere* pleas in its record.

At the top of the list of such licensees are Westinghouse and General Electric, both recently convicted and fined for engaging in price fixing. Other major licensees falling in this category are American Broadcasting-Paramount Theatres Inc. (ABC) and Paramount Pictures Inc. (KTLA [TV] Los Angeles).

Too much time?

The FCC often has heard the complaint that its processes are bogged down in delay but the agency had a ready reply for one congressional inquiry last week. A member of the House called on Tuesday (March 28) to ask why no action had been taken on an application for approval of the sale of a certain radio station.

A quick check by commission officials showed that the application had been filed the previous Friday—only two working days before the congressman's call. In fact, the transfer had not even been announced as "tendered for filing," the first step on all such applications.

The congressman received a promise that the commission would keep him informed regarding any action on the application.

FCC takes steps on space policy problem

The first step into space communications high policy was taken last week by the FCC.

It issued a notice of inquiry into the administrative and regulatory problems relating to space communications.

In short: What shall the policy of the United States be in the fast coming age of space communications relaying—competitive, duplicating companies, the historic U.S. policy for off-shore carriers; a single favored "flag" company with a monopoly on space communications, or a consortium to include the half dozen or so American companies capable of financing, installing and operating a space relay system.

Requesting that comments be submitted by May 1, the FCC notice asked that they be addressed to these major questions:

▪ Assuming that a single or limited number of satellite systems is authorized, how can equal access by existing and future international communications common carriers and others be assured? Should manufacturers of space communication equipment be permitted to participate in the operation of such a communication system?

▪ How would either type of plan comply with the Communications Act and the antitrust statutes? What changes in the law, if any, would be necessary?

▪ To what degree would each of the various parties involved in a space communications system be subject to regulation by the FCC?

▪ Extent of participation, if any, by respondents?

The commission's notice indicates significant interest in the proposal, submitted earlier this year by Lockheed Aircraft Co., that a single integrated system, comprising an amalgamation of carriers, is the best method.

What worries the FCC, it was obvious, is how this might be accomplished without violating existing antitrust laws and how this could be justified in the light of the country's traditional policy of competitive carriers.

The notice, the work of space Commissioner T. A. M. Craven and his chief aide in this field, Paul M. McDonough, calls attention to the fact that international cooperation and agreements on frequency allocations are also necessary before a system can come into being.

The FCC already has another space inquiry underway; this involves space frequency needs and the sharing of space communications with other services.

To add "atmosphere" to the sales pitch . . .
RCA Special Effects!

French chef sprite is electronically . . .

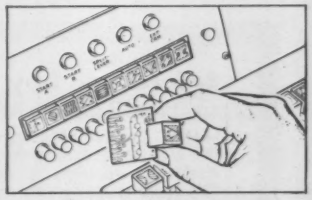
fitted into a backyard scene

Products of your local sponsors can be given that "distinctive" appeal with intriguing traveling matte effects. Using RCA Special Effects equipment, exciting slide or film backdrops can easily be inserted into commercials. You can place an animated figure into a moving background or add "atmosphere" details that give results, very simply. The system will accept signals from several sources to produce a variety of effects.

In addition to traveling matte backgrounds, RCA can provide modules for 154 special effects, including wipes, split screens, block, wedge, circular and multiple frequency patterns. Any ten effects may be preselected—simply plug ten modules into the control panel. You get the right effect to add that extra sell to your programs and commercials every time!

Your RCA Special Effects will sell itself to advertisers and give your station a competitive edge. See your RCA Representative. Or write to RCA, Broadcast and Television Equipment, Dept. T-22, Building 15-1, Camden, N. J. for descriptive booklet. In Canada: RCA VICTOR Company Limited, Montreal.

RCA Broadcast and Television Equipment • Camden, N. J.



RCA Special Effects Panel

RCA

The Most Trusted Name in Electronics

RADIO CORPORATION OF AMERICA

Harris now sending complaints to NAB

The House Commerce Committee is now relaying the complaints it receives about television and radio programs to the NAB as well as the Federal Communications Commission. The purpose, according to Committee Chairman Oren Harris (D-Ark.), is to support NAB President LeRoy Collins' "drive for improved programming."

The offer of cooperation—and its acceptance—was contained in an exchange of correspondence between Rep. Harris and Mr. Collins.

In a letter dated March 20, Rep. Harris lauded Mr. Collins for his "strong stand" on broadcasters' responsibility for improved programming—"especially with regard to the need for eliminating excessive violence and for increasing 'blue ribbon' programming." In view of this stand, the letter added, the Commerce Committee "will be glad to assist you in your efforts" by transmitting copies of the complaints it receives. The committee has long followed the policy of sending such complaints to the FCC, with the request that they be considered at license-renewal time.

Rep Harris also said that he has always felt that broadcasters themselves, rather than the federal government, should bear primary responsibility for better programming and that he shares Mr. Collins' view that NAB can help raise programming standards.

The offer was "gratefully" accepted in a letter dated March 23. "I feel confident this information will prove helpful in administering the self-regulatory efforts of the radio and television codes," write Mr. Collins.

KMED favored for ch. 10 after okay of dropouts

FCC Hearing Examiner H. Gifford Irion last week issued an initial decision which would grant ch. 10 in Medford, Ore., to Radio Medford Inc. (KMED). The decision was made possible by Chief Hearing Examiner James D. Cunningham's approval on March 1 of KMED's agreement with its two competitors to pay a portion of their expenses in return for dropping out (BROADCASTING, March 6).

Under agreement KMED would pay TOT Industries Inc. $6,700 and Medford Telecasting Corp. $9,300. These amounts represent most of the two companies' expenses in prosecuting their applications for ch. 10. TOT said in January its expenses were more than $9,000; Medford Telecasting said it spent more than $10,000.

NO ONE ELSE CAN MAKE THAT STATEMENT!
... JUST US!
of all the TV stations in the Pacific Northwest only KTNT-TV includes all 5 cities* in its "A" contour
*SEATTLE TACOMA EVERETT BREMERTON OLYMPIA
Before you buy television in the Pacific Northwest, consider this one basic fact: Only KTNT-TV in this area includes five major cities of Western Washington within its "A" contour, and KTNT-TV's tower is ideally located to beam a clear signal to all of this major market.
Ask your WEED TELEVISION man about dozens of other reasons you should include KTNT-TV in your advertising plans.
KTNT TV
CHANNEL 11
CBS
CBS for Seattle, Tacoma and Puget Sound area
Studios in Seattle and Tacoma

The FCC last week...

▪ Was asked, in a joint petition by all five applicants for ch. 8 Moline, Ill., for oral argument to be scheduled at the commission's "earliest convenience." It was originally slated for March 1, then postponed "indefinitely" on the FCC's own motion. The applicants pleaded that the case should not be delayed to await disposition of the Springfield-Peoria deintermixture proceeding, but that it should be considered separately on its own merits.

▪ Wired KDUB-TV Lubbock, Tex., that the station is legally free to furnish replacement time for a paid political broadcast prevented by technical difficulties. The station had requested interpretation of Sec. 315 in connection with failure to make a telecast supporting Maury Maverick Jr. for senator. The FCC reminded the station it is still obliged to provide equal time at equal rates to the opposition.

▪ Agreed to enlarge issues in the proceeding for an am in Del Rio, Tex., to include the character qualifications of Val Verde Broadcasting Co. and whether its application was in good faith or merely to block that of Queen City Broadcasting Co. (BROADCASTING, Jan. 16). Commissioners Lee and Craven concurred but would add the issue of misrepresentation; Commissioner Cross dissented. The FCC denied the petitions of KDLK Del Rio to enlarge issues to include whether the city can support another station and the financial qualifications of Queen City. It also denied KDLK's request to dismiss Queen City's application or postpone the proceedings.

▪ Was asked by Lester Kamin, 55% owner of KBKC Kansas City, KIOA Des Moines and KAKC Tulsa, to add ch. 5 to Houston as a fourth commercial vhf channel at shorter than regulation mileage separation. He said the need for a competitive independent vhf station justifies the waiver. WENS (TV) Pittsburgh asked the FCC to assign ch. 6 as a fourth commercial vhf in that city, shifting it from Johnstown, Pa. (WJAC-TV).

Rep. Avery to new post

Rep. William H. Avery (R-Kan.) left the House Commerce Committee last week to fill the vacancy on the Rules Committee left by the death of B. Carroll Reece (R-Tenn.).

Rep. Peter H. Dominick (R-Col.) was named by the House to Rep. Avery's Commerce Committee seat. Rep. Dominick is a first termer.

The Commerce Committee had not yet announced at week's end who would replace Rep. Avery on the Communications Subcommittee.

MICHIGAN WEEK MAY 21-27

YOU MAY NEVER PAY $29,400 FOR A DOG*—

BUT... People Cost Only Pennies Per Thousand On WKZO Radio For Kalamazoo-Battle Creek And Greater Western Michigan!

7-COUNTY PULSE REPORT

KALAMAZOO-BATTLE CREEK AREA — JULY, 1960
SHARE OF AUDIENCE — MONDAY-FRIDAY

	WKZO	Station "B"	Station "C"
6 A.M. - 12 NOON	29	19	9
12 NOON - 6 P.M.	28	17	8
6 P.M. - 12 MIDNIGHT	32	17	8

**$29,400 was bid for a 3-year-old Golden Pekingese champion in Montreal, January, 1956.*

For only a few cents per thousand, WKZO Radio sends your announcements to the largest radio audience offered by *any* station in Kalamazoo-Battle Creek and Greater Western Michigan.

WKZO walloped all competition by landing the No. 1 position in *all* 360 quarter hours surveyed, 6 a.m.-Midnight, Monday through Friday, in the latest Pulse Report (see left).

And when you're selecting radio markets, remember that Kalamazoo *alone* is expected to outgrow all other U.S. cities in personal income and retail sales between now and 1965. *(Source: Sales Management Survey, July 10, 1960.)*

Talk to Avery-Knodel soon about WKZO Radio!

AM-TV-FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA

WKZO

CBS RADIO FOR KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives

CHALLENGE TESTIMONY

Subcommittee told censorship won't change delinquency

Recent testimony before a Senate subcommittee linking television and movie violence with juvenile delinquency (BROADCASTING, March 13, 20), has been challenged by the dean of the New York Institute of Criminology, Donal E. M. MacNamara. And a New York U. sociology professor, Paul W. Tappan, denounced the idea that censorship could solve the delinquency problem.

The views of both men have been added to the record of the Senate Juvenile Delinquency Subcommittee. Last month that group heard a report from the National Council on Crime & Delinquency which asserted that constant exposure to television and movie violence and crime could adversely affect the behavior and development of a young viewer.

In a letter to subcommittee chairman Thomas J. Dodd (D-Conn.), Mr. MacNamara said that while some television programs are "immoral and unnecessarily sadistic," there is no research or case material showing a causal relationship between such shows and acts of violence by either adult or juvenile viewers.

He said criminologists are generally agreed that crime is the "product of multiple factors" and "attempts to explain changes in crime statistics by giving exaggerated importance to any single factor are suspect as unscientific."

Dr. Tappan, in a telegram to the subcommittee, opposed the view "that the problem of delinquency can be met in any degree by measures of official censorship. The control of children's exposure to mass media should be left to the judgment of their parents, and not to a governmental agency," he said.

Saw No Movie-Violence Connection ▪ The NYU professor, a former chairman of the U. S. Board of Parole, told a New York State legislative committee two years ago that he "never encountered (a law offender) of normal mentality and emotions whose law violation could be blamed on movies." He also said at that time that while delinquency is sometimes the result of defective intelligence and deviated emotions, "these are not induced by mass media or recreation."

In discussing the statements of Mr. MacNamara and Professor Tappan, subcommittee staff members recalled Sen. Dodd's assertion that he is "against censorship." They also agree that in studying the causes of juvenile delinquency many factors must be considered. But they maintain, in this connection, that television and movies are legitimate areas of inquiry.

Dates for hearings involving the mass media have not yet been set and probably won't be for several weeks, perhaps months. But it is understood that separate hearings on television and movies will be held, with those on television to be scheduled first.

As part of its preparation for these hearings, the subcommittee staff is monitoring tv shows. Staff director Carl L. Perian said the objective is to determine how closely the networks are adhering to the NAB code.

Meanwhile, in response to another viewer complaint about tv violence—this time wrestling matches—FCC Chairman Newton N. Minow said the commission has no authority to tell a tv station what and what not to show.

Sen. Clifford Case (R-N.J.) had recently forwarded to Mr. Minow a letter from a constituent who complained about what he described as the unprecedented brutality of wrestling matches televised from Washington. The FCC chairman, in a letter made public by the senator, suggested that the viewer write the station involved and urge it to discontinue the show he dislikes.

FCC 'oversight' cited by Broadcast Bureau

An oversight by its bosses was brought to the attention of the members of the FCC by the Broadcast Bureau last week in the Feb. 28 grants of power increases from 250 watts to 1 kw to WHAT Philadelphia and WMID Atlantic City. The bureau pointed out that the renewal applications of both stations are under investigation and this fact was not included in the pleading for power increases.

"We do not believe the commission would knowingly have stamped approval upon the qualifications of these applicants—as the subject grants imply—while inquiry is pending concerning the renewal of the existing licenses of the two applicants," the bureau said. WHAT is being investigated on Sec. 317 (sponsor identification) matters and WMID on character qualifications.

The bureau first asked the commission to set aside the power increases but later amended this to specify that a proviso be added that such increases would not prejudice any commission action on the independent investigations.

WIBC again requests ch. 13 joint trusteeship

WIBC Indianapolis last week renewed its request to the FCC to establish a joint trusteeship on ch. 13 there (WLWI [TV]). The case is pending before the commission after a long and turbulent history.

The first initial decision on the case was issued June 7, 1955. On March 8, 1957, the FCC decided to grant the channel to Crosley Broadcasting Corp. (BROADCASTING, March 11, 1957) on a 4-3 vote. Favoring Crosley were Chairman George C. McConnaughey, Commissioners Richard A. Mack, John C. Doerfer and T. A. M. Craven; opposed were Commissioners Rosel H. Hyde, Robert E. Lee and Robert T. Bartley. In 1958 the U.S. Court of Appeals vacated the Crosley grant and WIBC offered to buy Crosley's physical properties and investment in the channel. The offer was refused.

WIBC made its first request for joint trusteeship on Sept. 26, 1958, and the FCC turned it down Nov. 21, 1958.

In its petition WIBC objected to the Crosley operation without an effective grant and asked that WIBC be allowed to participate in operating the channel pending the FCC's final decision.

Collins endorses federal aid to etv

NAB President LeRoy Collins has endorsed educational-television legislation now pending before Congress, but with the cautionary note that etv must not develop at the expense of the present free-enterprise system of commercial broadcasting.

In a letter to Lawrence E. Dennis, chairman of the Joint Council on Educational Broadcasting, Mr. Collins said federal aid, as provided for in the bills that have been introduced, would stimulate states to greater etv activity.

However, he also said that etv should develop "with careful regard" for the preservation of the free-enterprise system of commercial broadcasting. Commercial television and etv have separate functions and the strength of each depends on maintaining this separateness, he said.

The correspondence between Messrs. Collins and Dennis has been entered into the record of the House Communications Subcommittee, which held hearings two weeks ago on a number of etv bills (BROADCASTING, March 20).

Meanwhile, Rep. Oren Harris (D-Ark.), chairman of the parent Commerce Committee, has contacted the 50 state governors, asking what plans their states have for federal etv funds.

All of the bills now under consideration would provide $1 million to each state for capital expenditures, either in the form of outright grants or on a matching-funds basis. But all require the states to provide the operating funds. And Rep. Harris said at the hearings he is reluctant to approve the granting of federal money until he knows how

MASTERY

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the states will use it.

Secretary of Health, Education and Welfare, Abraham A. Ribicoff, who opposed the etv bill passed by the Senate (BROADCASTING, March 20), is expected to testify on the House bills after the requested information is received from the state governors. One of the reasons for HEW opposition to the Senate measure was its failure to require the states to appropriate operating funds.

AT&T Appeals for Share ▪ In another development last week, the American Telephone and Telegraph Co. urged the subcommittee to give it and similar companies an opportunity to participate in the business that would develop from passage of an etv bill.

John M. Landry, assistant vice president in charge of marketing, filed a statement with the subcommittee asking that any bill it approves be amended to provide for the leasing of interconnecting facilities as well as their purchase. All the bills now under consideration would authorize funds only for the purchase of such facilities

A number of witnesses at the etv hearings said they felt that leasing coaxial cable or microwave radio equipment would be more expensive than purchasing it. And Rep. John E. Moss (D-Calif.), a subcommittee member, was adamantly opposed to a proposed amendment to permit.

Bureau backs WSAZ-TV in claims against AT&T

The FCC Common Carrier Bureau has backed WSAZ-TV Huntington, W. Va., in its complaint that AT&T's Long Lines Dept. overcharged the station for use of lines between Huntington and Columbus, Ohio, in the summers of 1958-59 (BROADCASTING, Oct. 24, 1960). The bureau recommended that AT&T pay WSAZ-TV the $14,541 in damages asked.

The station paid for services at AT&T's "occasional" rate rather than at the rate charged for NBC (which used other routing to Columbus). WSAZ-TV claimed the rate was unfair. AT&T replied that the station asked the telephone company "to provide two services for the price of one."

Ratings bill fails again in New York legislature

The New York State Assembly, before its adjournment March 25, returned to committee a bill to restrict the use of radio and tv ratings (BROADCASTING, March 27), thus repeating the fate of a similar bill in the assembly a year ago.

The ratings bill, introduced by Assemblyman Bruce Manley, would have made unlawful the issuance of any unexplained ratings in terms of the percentages or number of listening or viewing audiences when ratings are used to influence the purchase or sale of advertising. A false statement of the results of audience polling would constitute a misdemeanor.

The Manley Bill was sent back to the committee on codes without any floor debate. As the possibility of assembly passage began to grow more imminent in the last two weeks of the session, resistance also increased. The state's radio-tv broadcasters association, following the recommendation of NAB President LeRoy Collins, agreed on a position of neutrality to avoid a split within the state association. Dr. Frank Stanton, president of CBS Inc., sent telegrams to the assemblymen, giving reasons why CBS opposed the bill.

WDKD wants its hearing held in Washington

WDKD Kingstree, S. C., ordered to hearing by the FCC on its renewal application because of alleged "coarse, vulgar, suggestive and susceptible of indecent double meanings . . ." statements aired by one of its disc jockeys, made three specific requests of the FCC last week.

The station asked (1) that the hearing be held in Washington rather than Kingstree as now scheduled; (2) that it be given a bill of particulars as to specific charges, and (3) that the issues be enlarged to include the manner in which the licensee has met its public service responsibilities. The hearing now is scheduled to begin in Kingstree May 9 and was ordered because of aired statements of Charlie Walker, who since has been discharged by WDKD (BROADCASTING, March 20).

"Deliberately scheduling this hearing in Kingstree seems in the nature of a punishment to the applicant, which must be avoided," WDKD charged in asking for a change in venue. The station said that the nature of the case is such that a local trial will invite newspaper publicity which could be avoided were the hearing held elsewhere. Also, WDKD said, a Kingstree locale will mean "an unnecessary expense to the applicant who has local Washington counsel [Daly & Ehrig] . . ." and to the government which would have to send attorneys there to try the case.

WDKD, owned by E. G. Robinson Jr., also asked that it be supplied with a copy of the report of commission investigators; a tape recording of Mr.

NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 71% SHARE OF AUDIENCE

According to November 1960 ARB we average 71% share of audience from 9 a.m. to midnight, 7 days a week in Monroe metropolitan trade area.

KNOE-TV
Channel 8
Monroe, Louisiana

CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: Eastgate Shopping Center, one of four major shopping centers in Monroe, Louisiana.

Dairymen Provide 28% of Food Supply For 19 Cents Out of Each Food Dollar

Milk Products Offer An Unusual Bargain For American Homemakers In Both Poundage And Nutritional Values

We Eat 1,488 Pounds Of Food Per Person

Each American, on the average, consumed 1,488 pounds of food in 1960, according to estimates made by the United States Department of Agriculture. This is based on the retail weight of the foods as purchased. The 1960 total is a decline from the 1,525 pounds consumed per person in 1950 and 1955's 1,514 pounds.

Milk and products made from milk, with the exception of butter, provided approximately 28% of the total food supply, or 414 pounds. This, again, is based on the actual weight of the products as purchased, not on the weight of the equivalent amount of milk. Included in the total in 1960 were about 342 pounds of fluid milk and cream (around 159 quarts), over 5 pounds of cottage cheese, in excess of 8 pounds of other types of cheese, 11.5 pounds of evaporated milk, over 6 pounds of nonfat dry milk, and almost 18.5 pounds of America's favorite dessert, ice cream. Other frozen desserts made from milk and other forms of milk accounted for the balance of the 414 pounds. In addition, butter consumption per person was approximately 8 pounds.

The 1960 consumption of dairy products is below 1955's 422 pounds but is above the 411 pounds in 1950. Most of the decline from 1955 to 1960 occurred on evaporated milk and cream use.

Market Basket Costs Family $1,051 in 1960

Using as a base the retail cost of average quantities of farm foods purchased per urban wage-earner and clerical-worker family in 1952, the USDA calculated that the total "market basket" cost in 1960 was $1,051.70. In this total are included $275.33 for meat products, which supplied 178 pounds of the 1,488 total food poundage per person in 1960; $237.29 for all fruits and vegetables; $90.29 for poultry and eggs; $164.51 for bakery and cereal products; $40.74 for fats and oils; $43.97 for miscellaneous items.

About 19 cents out of each market basket dollar, or a total of $199.57 out of the $1,051.70, was spent to provide the dairy products, exclusive of butter.

In view of the very high nutritional value attributed to dairy products, this clearly suggests the American homemaker knows a food bargain when she sees one. Milk and milk products are the chief source of calcium in the American diet, and they also supply a large share of the high-quality animal protein and riboflavin. Although these three essential food nutrients are the ones for which milk is most highly praised, other required nutrients supplied by milk include thiamine, vitamin A, small amounts of ascorbic acid, and vitamin D when it has been added to the milk. Since there is practically no waste of any kind in the preparation and use of dairy products, the homemaker gets a full pound of usable product for each pound she buys!

The Farmers' Share Of Food Dollars Is 39%

In 1960 farmers received about 39% of the retail price paid for farm produced foods. This was a slight gain over 1959 but is still far below the 1947-49 average of 50% of the retail dollar going to farmers. An increasingly larger share of the food dollar has gone into processing and distribution of the foods after they leave the farm.

Labor costs, which increased 4% from 1958 to 1959, for example, account for about 47% of the total marketing bill. Since 1950 average hourly earnings have risen over 50%, with part of this offset by increased output per man-hour. Rail and truck transportation charges accounted for 10% of the total food marketing bill in 1959. Profits of corporations marketing farm food products were 6% of the total marketing bill in 1959. Profits, over half of which are paid to the government as income taxes, increased 38% from 1950 to 1959 while the total marketing bill was increasing 63%. Other cost items—fuel, electric power, rents, interest on borrowed capital, taxes other than those on income, etc.—increased 8% in 1959 over 1958.

Major reasons cited for increases in the total marketing bill are inflation, higher unit costs which arise from higher labor and non-farm material costs, and an increase in the amount of "built-in maid service" provided for consumers.

Dairy Foods Are Original "Convenience" Products

"Built-in maid service" is nothing new for customers of the dairy industry, of course, since most dairy products have been for many years, offered in ready-to-use, highly convenient forms requiring little or no preparation in the home. While there have been many improvements in dairy product handling and packaging, most of the trend has been toward assuring higher quality in the old and familiar products. Thus, pre-packaging of cheese, as one example, has made it possible for every food store to handle top-quality cheeses without risk of heavy spoilage through drying-out. Dairy product processing and distribution improvements have usually increased efficiency of operations and have not resulted in greatly increased costs for consumers.

There are many ways to measure whether or not a product is a bargain, but from almost any veiwpoint the dairy industry today is providing the American consumers a family of food products that certainly qualify in anyone's bargain list. American families receive tremendous health values through very high quality dairy products that are distributed conveniently in every part of the nation at a cost far below what might reasonably be expected for the nutritional benefits and flavor contributions made by milk products to the diet.

AMERICAN DAIRY ASSOCIATION

The Voice of the Dairy Farmers in the Market Places of America

20 North Wacker Drive
Chicago 6, Illinois

Walker's broadcasts and the name of the party supplying the tape, and copies of all letters and written documents connected with the case. "It is impossible to defend against undetermined accusations," WDKD argued. "It is fundamental that the accused must know of what and by whom he stands accused."

The hearing issues are limited to the performance of a particular disc jockey no longer with the station, WDKD pointed out in asking that the hearing encompass its total operation. "The fate of WDKD should not rest within such narrow borders but should include a review of the station's entire performance and the good which WDKD has done for its community," the renewal applicant said. "Mr. Robinson's whole future should not be judged by one isolated set of circumstances out of his 12 year history of broadcasting in Kingstree."

Lemoore citizens charge KLAN isn't serving city

Citizens and business leaders of Lemoore, Calif., have asked the FCC to require KLAN Lemoore "to live up to its license and operate for the public interest and convenience of Lemoore instead of Hanford." The 100 citizens who signed the petition charged KLAN has made no attempt to serve the Lemoore area and instead operates as a Hanford outlet.

They said that all operations are centered in Hanford, that the station's transmitter is located nearer that city and that several promises to Lemoore and the FCC have not been fulfilled. For example, the petitioners said that instead of *Today in Lemoore*, which KLAN listed as a planned program in its original application, the station features a group of disc jockeys called the "Klansmen." Other programs promised but not delivered, they charged, were *Lemoore Reporter* and coverage of Lemoore's civic, public service and religious activities.

KLAN's programs and announcements, "instead of being from Lemoore rarely mention the name of our city," they charged, and all KLAN personnel live and work in Hanford. KLAN went on the air last summer and received its first license Nov. 4, 1960. The station is owned by Joseph E. Gamble and Fred W. Volken.

EQUIPMENT & ENGINEERING

Hoffman says laws on spectrum archaic

The U. S. electronic industry is being hampered by an "archaic management of our frequency spectrum, dictated by a 1934 law written before 95% of the things we are doing today were even dreamed of," H. Leslie Hoffman, president of Hoffman Electronics Corp., said Monday (March 27) in an address to the annual spring meeting of National Business Publications at Palm Springs, Calif.

"The basic problem," Mr. Hoffman said, "is that we do not have a single authority to speak for our country on either the national or international usage of the spectrum and no technical evaluation to determine whether the spectrum is being used properly by both government and non-government users. Wide segments of our spectrum are frozen because of a usage contemplated 20 years ago; other segments are overcrowded."

"There have been more than five studies made over the last 13 years, all recommending a single authority under the executive head to allocate frequencies between government and non-government usage and with the FCC, which is answerable to Congress, administering the non-government frequencies in the best interests of the public. These studies have pointed out that there is more than enough room in our spectrum if it is properly used. This problem is now being examined again and we are hopeful that the action will be taken to unlock this great potential for electronic development."

Foreign competition is another major problem for the electronic industry, Mr. Hoffman said. Using Japan as an example, he noted that the cost of labor in that country, at all levels, is about one-sixth that in the U.S.; that "we find ourselves in the peculiar position of paying an 80% import tariff when we ship goods into Japan but allowing them to ship goods into our country with a 12% duty"; that "Japan today has 25% more transistor capacity than we have in the United States." The U.S., he commented, "is in a delicate position. We need the Japanese as both economic and military allies so we certainly cannot solve anything by simply slamming shut the trade doors on our friends."

A third problem is the price-profit squeeze, which has the business community puzzled, and rightly so, Mr. Hoffman said. "Certain members of the electrical industry are packed off to jail for fixing prices, while the government itself, both executive and legislative, participates in fixing the price of labor, the greatest single element in the final price of most products."

ABC broadcast device improves sets sound

ABC Radio announced in New York last week that its own stations soon will be equipped with a new engineering device called a dynamic equalizer, which will improve the reception of a station's signal in home radio speakers. WABC New York will be the first outlet to put the device into regular operation.

Under development by ABC engineers nearly two years, the dynamic equalizer automatically compensates for the relatively limited cycle range in radio speakers and enables them to reproduce a fuller, richer, more even sound, ABC Radio says. The predetermined equalization of the signal offers the most noticeable improvement in the sound of low quality home radios and in car radios. Higher quality home speakers already have sound controls built in, ABC engineers said at a demonstration last Tuesday (March 28).

In the normal home radio receiver, it was explained, the speaker cannot reproduce fully the low and high frequency ranges of the program material. The dynamic equalizer unit will automatically give a 10 db boost to the weaker extreme ends of the frequency band, making an equalized line in signal output. The device creates a greater sound of "presence" in all program material. ABC engineers have not ruled out similar sound improvement in network radio, fm and tv .

The picture above shows Frank Marx (r), ABC vice president in charge of engineering, demonstrating the dynamic equalizer to Harold Neal, vice president in charge of WABC New York.

Technical topics...

Animating the news ▪ Cellomatic Corp., N. Y., reported last week that WABC-TV New York has purchased a Cellomatic animation projector.

New vhf tv translator ▪ Adler Electronics Inc., New Rochelle, N. Y., has introduced a new vhf to vhf translator. Called the VST-1 the new model is designed for unattended off-the-air pick-up on any vhf tv channel. It has a one watt output, heterodyne conversion, remote control facility and uses standard vhf receiving and transmitting antennas. Price $2,100.

Practical automation ▪ The STEP System, produced by Chrono-log Corp., Philadelphia, Pa., automatically switches video and audio sources during complex station breaks without need for human intervention. More than sixteen steps can be programmed to follow in automatic sequence by marking a paper template. Price $6,000.

Admiral explains '60 losses

Abnormally high costs stemming from "extraordinary development problems on government contracts," plus marketing problems in the appliance field, were cited by Admiral Corp. last week as partial reasons for the first annual operating loss in the history of the Chicago radio-tv and appliance manufacturer. The loss topped $1.7 million for 1960, as against a net profit of $4.1 million in 1959.

Consolidated net sales last year amounted to $187.8 million, compared with $199.6 million in 1959. Substantially higher sales in am and fm tube radios were recorded in 1960, and transistor set sales held their previous level. Admiral's line of 19-inch and 23-inch tv sets started off well in 1960 but the market later softened, the report said. The firm claimed "increasing interest," however, in its color tv and tv-radio-phonograph combinations.

Hoffman drops tv, stereo

Hoffman Electronics Corp., Los Angeles, is dropping its tv and stereo manufacturing and converting those facilities to expanded production of military, semi-conductor and industrial products. H. Leslie Hoffman, president, announced, "We are retiring from the tv and stereo field because we find that we cannot build traditional Hoffman quality into those products to sell at the prices now prevailing and still obtain a proper profit on our stockholders' investment in that activity." Hoffman will continue to market radios, with emphasis on solar powered transistor sets.

GO PLACES WITH WIXIE

WXYZ IS ON THE MOVE...

WXYZ's leading newscaster, Lee McNew, has just returned from eight days in the Congo where he took exclusive footage and interviews that give insight into the basic problem of the Congo... its newly emancipated people. Aired as "Inside The Congo" this ½ hour special received such wide acclaim, WXYZ is making it available for syndication. This "on tap" practice is what keeps WXYZ-TV "on top"... dominating the audience with 20 of the top 25 shows! *

Tap your Blair man now for the top station in Detroit.

*Nielsen, Jan., Feb., 1961

WXYZ-TV abc CHANNEL 7 DETROIT

OWNED AND OPERATED BY AMERICAN BROADCASTING—PARAMOUNT THEATRES

Wrather registers for public stock sale

Jack Wrather is offering stock in a part of his farflung broadcasting empire for public sale. Wrather Corp. last week filed for registration at the Securities & Exchange Commission of broadcast and non-broadcast enterprises. Mr. Wrather also owns substantial interests in Transcontinent Television Corp. and in Jerrold Electronics, not included in the issue.

Wrather Corp. filed 350,000 shares of common stock to be offered on an all or none basis through underwriters headed by Lee Higginson Corp., New York.

What is Wrather Corp? The consolidation of such diverse Wrather-controlled properties as Disneyland Hotel, two private clubs in California, the *Lassie, Lone Ranger* and *Sgt. Preston of the Yukon* tv series, a boat company, the Muzak background music and Programatic automatic radio broadcasting services, an fm station, and other lesser interests. The corporation was formed in January.

Income from tv films, motion pictures and related operations was $4,666,103 for the year ended June 30, 1960, compared with $4,399,432 for the comparable 1959 year. Net income for this group of the corporation was $260,915 in 1960 against a loss of $433,059 in 1959. Total income from all enterprises: $9,732,988 in 1960; $8,566,508 in 1959.

Muzak-Programatic is licensee of WBFM (FM) New York, which is one way of providing subscribers with the music service (in addition to telephone lines). Income from the fm station is not substantial, the statement said.

In addition to the three film series above (*Lassie*, sponsored by Campbell's Soup is the most profitable), Wrather Corp. has interests in *Four Just Men* and *Interpol Calling*, syndicated series produced in Europe and distributed in this country.

Jack D. Wrather Jr., president and board chairman, owns 26.7% of the common stock; General Television Inc., 75% owned by Mr. Wrather and his mother, Mazie, owns 23.3%. John L. Loeb, a director, owns 9.4% (and holds of record 29.8%). Mr. Loeb is associated with Mr. Wrather in Jerrold Electronics and other ventures.

Mr. Wrather's salary for 1960 (as president of Lassie Programs Inc.) was $67,500. William Shay, vice president of the programming company, earned $34,681.

Funds from the stock issue will be used primarily for hotel properties.

Blanc firm organized

Formation of Mel Blanc Assoc., Hollywood, to work creatively with advertising agencies in devising, developing and producing humorous television and radio commercials has been announced.

Mel Blanc, president, has been an actor and voice specialist 25 years and is best known as the voice of Bugs Bunny and as a regular on the *Jack Benny Show*.

Other staff members include: Noel Blanc, production director; Henry Marx and Richard Clorfene, script writers; Johnny Burton, animation consultant.

The firm's address: 819 Taft Building, Hollywood, Calif. Telephone: HO 6-6127.

MGM, Kalvar to exploit new no-darkroom film

MGM and the Kalvar Corp., makers of photographic products, have formed a jointly-owned organization to exploit film which needs no chemical processing.

The new corporation will have the exclusive right to make the film and sell it in motion pictures, television and some still amateur fields.

Kalvar, headed by Alfred Jay Moran, hopes to take photography "out of the dark room" with its new process. Films are exposed by light to form the latent photographic image, then heated to develop the image. The opaque area of the film is composed of light-scattering centers rather than the light-absorbing ones of conventional photographic film.

Commercial use of the Kalvar system currently is limited to microfilm copying in industry and government. MGM and Kalvar say they will provide quality film that saves time and money in movies and tv film production.

Broadway show finds angelic tv audience

A backers' audition for a theatrical production was held for the first time on tv last week and the results could revolutionize Broadway's fund-raising methods.

The prospective musical, "Kicks & Co.," was previewed on NBC-TV's *Dave Garroway Show* March 28 (7-9 a.m., EST). Shortly afterward the producers, Robert Barron Nemiroff and Dr. Burton Charles D'Lugoff, were besieged by telephone calls, telegrams and personal entreaties from hundreds of people over the country who want to invest in the musical.

Dr. D'Lugoff said the show, budgeted at $400,000 for a late October Broadway production, had backing of approximately $360,000 prior to the telecast. Since then, he claims that well over $100,000 more has been pledged by tv viewers. He emphasized, however, that they are just pledges and have to be checked out. He expects the pledges will total more than $200,000.

Mr. Garroway devoted his entire two-hour program to "Kicks & Co.," presented without sets by the show's author, Oscar Brown Jr., lyricist and composer; Alonzo Levister, a pianist; and Zabethe Wilde, a singer. Mr. Brown narrated the book portions and joined Miss Wilde in singing the lyrics. Dr. D'Lugoff describes the production as an "inter-racial, musically integrated play, which is both comic and sardonic." He said Mr. Brown first appeared on the Garroway show last Feb. 21, when he was virtually unknown to tv audiences. His singing performance brought a record NBC mail response.

Program notes...

Telenews adds six ▪ Telenews, newsfilm service produced by Hearst Metrotone News., N. Y., added six new subscribers last week. Buying *The Daily Telenews* service WTVP (TV) Decatur, Ill., TV Espanola, Madrid, Spain and Vene-Vision, Carcacas, Venezuela; *This Week In Sports:* KHVH-TV Honolulu and KREX-TV Grand Junction, Colo., *Weekly News Review:* KTVB-TV Boise, Idaho. Vene-Vision also bought the sports service.

100 years ago ▪ WAAF Chicago starts a new daily one-minute Civil War feature today (April 3) in cooperation with the Chicago Historical Society. Titled *Civil War Diary*, the capsule report will relate events on the same day 100 years ago. The series will run seven days weekly for four years.

'Off-network' splurge ▪ MCA TV reports it is offering its *Staccato* half-hour tv series for syndication to stations, representing the fifth off-network program MCA TV has made available to tv outlets in the past month. Twenty-seven half-hours of *Staccato* (formerly on NBC-TV and ABC-TV) are in the package. It has been "pre-sold" to WNEW-TV New York, KTTV (TV) Los Angeles, KTTG (TV) Washington D. C., WTVH (TV) Peoria, Ill.; KOVR

(TV) Stockton, Calif., and WTVP (TV) Decatur, Ill.

Disney confab ▪ Special stockholders' meeting of Walt Disney Productions has been called for May 16 to consider merging into the company its wholly owned Disneyland Inc. and ratification of certain agreements between the company and Walter E. Disney and between Disneyland and WED Enterprises. Walt Disney Productions last month completed paying off AB-PT for its interest in Disneyland, ending the long association of the two organizations (BROADCASTING, March 27).

Newly-offered ▪ Screen Gems plans to place into syndication a series of 13 half-hour psychological suspense dramas under the title of *The Web*, which the company produced in 1957 as the summer replacement for the *Loretta Young Show*. In summer 1958, the series was called *Undercurrent* and was the replacement for *The Lineup*. Screen Gems made a pre-syndication sale of *The Web* to WNBC-TV New York, which slotted the series in the time period created by the withdrawal in mid-March of *Jackpot Bowling* from NBC-TV (Mon. 10:30-11 p.m.).

First on tv ▪ The world premiere of a new American oratorio, *The Eagle Stirred*, will take place on a special CBS-TV broadcast Sunday, April 9 (10-11 a.m., EST). The work, written by an American composer, Ezra Laderman, with a libretto by Clair Roskam, was commissioned by the Public Affairs Dept. of CBS News in connection with the Jewish celebration of the Passover. The oratorio concerns itself with the Biblical story of the Exodus from Egypt. The special broadcast will preempt *Lamp Unto My Feet* and *Look Up and Live* on the April 9 date only.

Playing games ▪ *Stop the Camera*, a live game show with special prize features for home viewers is being readied by NBC-TV as a half-hour series for presentation in prime evening time during the 1961-62 season. *Stop the Camera* will be packaged by Harry Salter, who will also serve as executive producer of the new series.

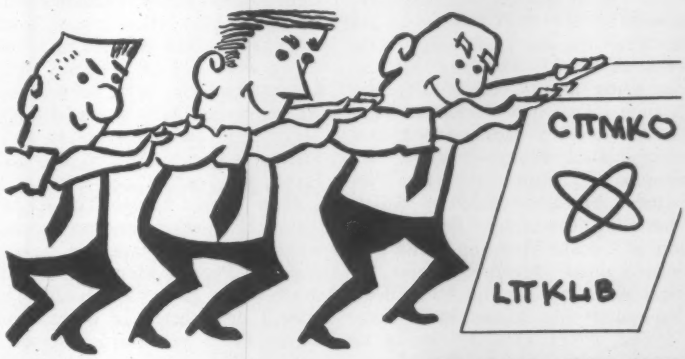
Doc for NET ▪ Beginning in mid-April, National Educational Television will telecast a new series *Family Doctor* on its affiliated non-commercial stations. The series, now in production, consists of six half-hour programs featuring Dr. Martin Cherkasky, director of the Montefiore Hospital in New York. Dr. Cherkasky will discuss, in layman's language, contemporary family medical problems. The series is being produced under a grant from Mead Johnson Labs., Division of Mead Johnson & Co., Evansville, Ind.

They Like It ▪ National Telefilm Assoc. *Play of the Week* series has been renewed for a second year in 11 markets. The company reports that a second-year cycle of the two-hour taped dramatic programs has been bought by KCOP (TV) Los Angeles; KOA-TV Denver; WTIC-TV Hartford; WGN-TV Chicago; WBAL-TV Baltimore; WBEN-TV Buffalo; KING-TV Seattle; WILL-TV Champaign, Ill.; WSJV (TV) Elkhart-South Bend, Ind.; WFMY-TV Greensboro, and WROC-TV Rochester, N. Y.

Free fashions ▪ The International Ladies Garment Workers' Union is sending out the third film in its bi-annual series to publicize the ILGWU label. The 16mm color half-hour, "Fashion—Spring and Summer," shows union members at work as well as the models they produce. Modern Talking Picture Service, 3 E. 54 St., New York 22, N. Y., is circulating 50 prints over the next four months.

Headless horseman ▪ WMAL-TV Washington last week presented the tv premiere of "The Headless Horseman," silent movie adaptation of "The Legend of Sleepy Hollow." Will Rogers starred as Ichabod Crane. The original film classic was produced in 1922 by Carl S. Clancy, now a resident of suburban Washington, who turned over the only remaining print to Theodore N. McDowell, WMAL-TV's program manager. Earl Sharits provided organ background music.

GET THAT EXTRA



PUSH

You know that it's the extra push that makes the difference between an average campaign and a *"Red-Letter Success."* You get that EXTRA PUSH when you buy WOC-TV. WOC-TV effectively specializes in co-ordinating and merchandising your buy at every level — the broker, wholesaler, direct salesman, key buyer as well as the retail outlet.

This "togetherness" sells products in the nation's 47th TV market. More than 2 billion dollars in retail sales ring on the retailer's cash register Over 438,000 TV homes are within the 42 counties of WOC-TV's coverage area.

WOC TV channel 6
PRESIDENT Col. B. J Palmer
VICE-PRES. & TREASURER D. D. Palmer
EXEC. VICE-PRESIDENT Ralph Evans
SECRETARY Wm. D Wagner
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PETERS, GRIFFIN, WOODWARD, INC. EXCLUSIVE NATIONAL REPRESENTATIVES
NBC

To the National Advertiser, WOC-TV offers the greatest amount of local programming— over 33 hours each week — and the finest talent in the area put these programs across.

Your PGW Colonel has all the facts, figures and other data as well as day by day availabilities. See him today.

A syndicator is to sell, not win Emmys

SO HENRY SAPERSTEIN CONCENTRATES ON FILMS THAT PLEASE PUBLIC

Take a Hollywood syndicator who can sell his new tv series to another tv station every day. How does he evaluate television business?

Take Henry Saperstein, Television Personalities president, for instance:

"We aren't in business to win Emmys. And I'm just as happy to have it that way. Win an Emmy and there's only one way to go—down. But with our bread-and-butter, grassroots kind of shows we can go on and on and on. They're the backbone of television."

There are those who might argue about Mr. Saperstein's somewhat sweeping statement, but there is no argument that the programs to which he was referring have provided a very sturdy spine for his tv packaging company. *Championship Bowling* is now in its seventh year on the air; *Ding Dong School* is as old or older and *All-Star Golf* is going around the course the fourth time. Two new vertebrae have been added to TP's backbone—*Mister Magoo* and *Dick Tracy*—through Mr. Saperstein's acquisition of UPA Pictures, the animation company which won fame a decade ago through its creation of Gerald McBoing-Boing and the near-sighted Mister Magoo as theatrical cartoons. In the UPA deal, Mr. Saperstein was joined by a longtime friend, Peter DeMet, also a tv syndicator, with some "bread-and-butter" shows of his own: *Women's Bowling, National Pro Football Presents* and *Major League Baseball Presents.*

"In 1959, UPA made six Magoo cartoons for theatrical showing. By June 1961, after six months of selling, we'll have sold better than $5 million worth of UPA cartoons to tv. And that's conservative," so said Mr. Saperstein.

The Man ▪ Tall (6 feet), solid (188 lbs.), dark-haired Henry Saperstein projects a personality that is positive but pleasant. He speaks rapidly but his words are well organized, giving every indication that his mind is working faster than his lips, which between words are apt to be wrapped around a long, slim cigar (Schimmel Penninck Duet is the brand). Another personality tip-off: his office has no desk, but three telephones. He prides himself on doing what has to be done there and never taking his work home with him. At home, his life is shared by his wife, Mary Jane (who prefers to be called M.J.), and four children, Richard, 14; Hank, 13; Joan, 12, and Patty, 1.

New York, Chicago, Los Angeles are "atypical" markets and no criterion for what will go any place else, he declares. Raleigh, Peoria, Memphis, Omaha are much better guides to what will be welcomed or rejected in other American communities, yet "this is a lesson Madison Avenue never seems to learn. We had a show that in seven years never had less than a 22 rating but the agency boys still won't buy it. As the old phrase goes, 'Nobody likes it but the people.' "

Just as he believes that stations should not syndicate their own creations, Mr. Saperstein is equally convinced that the syndicator should not create the shows he distributes. "I want to make mountains out of molehills, but I don't want to create the molehills to begin with. That's something I learned a long time ago when I was selling 16mm home movies. I had a bunch of Mickey Mouse and Donald Duck cartoons and I never had to waste any time telling the dealer what they were. The principle holds for television just as well."

Practice ▪ How that theory works in practice is being effectively demonstrated by a five-man sales force headed by Alvin Unger, TP vice president in charge of sales for UPA's tv programs, who may have set a syndication sales record by selling the 104 five-minute *Mister Magoo* programs to over 100 stations, totalling about $1.5 million. With an unknown product that could not have happened; only *Mister Magoo's* dozen years of theatrical success made it possible. And only that record persuaded stations to pay up to 25% more than they'd ever paid for any other animated cartoon series. A similar result is anticipated for *Dick Tracy,* which will be based on the comic strip that has been appearing in the nation's newspapers for more than 25 years. Two week's sales effort produced sales of over $500,000, locating the program in 15 markets.

Unique feature of the *Dick Tracy* package is a tie-in with the Post Cereal Div. of General Foods whereby Post will buy a certain number of spots on every station that takes the program. Benton & Bowles, New York, is the agency. Other available commercial periods in the show can be sold by the station in the open market.

Henry Saperstein is that oft-mentioned but seldom-met individual who almost literally was born into the theatre business. This was in 1918 on Chicago's West Side, where his father owned a group of neighborhood theatres. "I passed out programs before I was seven and as time went by I had every job there was in a movie house. Then I got outside as a film salesman."

Meanwhile, young Hank was getting his formal education at Chicago's public schools and at the U. of Chicago, and Illinois Institute of Technology

Mr. Saperstein (l) shows Govindlal Saraiya, director of the films division, ministry of information and broadcasting for the government of India, the story boards of two cartoons in the 'Mister Magoo' series.

A CHANNEL 5 QUIZ

TEST YOUR MARKETING SKILL ON THIS FIVE-FINGERED TELEVISION QUIZ

Q—*Who's got the "look women love" in the Flint-Saginaw-Bay City viewing area?*

Q—If you had only one match and entered a room where there was a lamp, an oil heater and some kindling wood, which would you light first?

Q—*What's the quickest and lowest cost way to display my wares to more than 400,000 television families in Eastern Michigan?*

Q—Only ONE station can give you dominant coverage of Flint-Saginaw-Bay City . . . the multi-city market of Eastern Michigan. Can you name the station?

Q—*How far can a dog run into the woods?*

NBC CHANNEL 5 First

WNEM-TV

serving FLINT • SAGINAW • BAY CITY

EASTERN MICHIGAN'S FIRST VHF STATION — ALL WAYS!

where he majored in aeronautical and electronic engineering. This got him out of Chicago and out of the movie business in 1940, when he went to Los Angeles to work for Lockheed. During the war, when he was an instructor with the rank of technical sergeant, he sold the family theatres. "I couldn't operate them from the Air Force, so I had no choice. It was a good thing I didn't have a choice because theatre prices have never been as good since.

"I've seen a lot of movie history in my 42 years," he recalls. "I saw the silent pictures, which made money hand over fist for the theatre operators, get a kick in the pants from radio and radio, get the same treatment from sound pictures. Then, when the theatres put on double- and even triple-feature bills to get people to come in (and I remember one theatre that gave sandwiches to eat while you watched), I knew that something else was about to happen, but I didn't know it was going to be television."

New Start ▪ After the end of the war, Hank Saperstein joined Hollywood Film Enterprises to sell home movies but soon he was leasing films to tv—at $1 a reel. "I got the tv rights to baseball training-camp films, all-star games and the top major league players and put together a half-hour pilot, but I was ahead of my time; $2,500 was too much money in 1951 and no one would buy it despite the all-star sports appeal."

He picked up an assortment of old western movies and other films of equal vintage that the producers had written off long before and were "tickled to death to unload them on a sucker like me who didn't know they weren't worth anything. I sold one package a month after I bought it and quickly doubled my money. To show you how smart I was, it's still playing tv and has been a goldmine for the man I sold it to."

With his foot in the tv door, it was inevitable that Mr. Saperstein would want to get further inside. But how? "I didn't have enough dough to buy stations and become a broadcaster, or to buy programs like the networks, so I went into merchandising tv programs and personalities." He formed Television Personalities, persuaded ABC-TV's *Super Circus* to let him license manufacturers to use its name on their merchandise. Then came *Ding Dong School, Lone Ranger, Lassie, Wyatt Earp,* Elvis Presley, *The Rifleman.* For Presley, TP set what may still be a merchandising record, moving $30 million worth of merchandise from lipsticks to lingerie to bobby sox in 90 days. Today, TP still represents all of those plus the *Three Stooges,* Debbie Reynolds, Freedomland USA, *Gale Storm* and *Fury.*

From merchandising, TP was pushed

A CHANNEL 5 WHIZ

OUR CHANNEL 5 WHIZ IS MIKE JAMES, YOUR PETRYMAN IN NEW YORK

A—*The station with the magnetic personality in this multi-city market is WNEM-TV. An average high of nearly 40,000* feminine viewers take channel 5 to their hearts . . . afternoons, Monday through Friday. (*ARB, Nov., 1960)*

A—The match.

A—*To get in solid with this buying force of more than $2 billion dollars, you need Channel 5, Eastern Michigan's first VHF station, consistently delivering viewer-buyers at the lowest cost-per-thousand of any single media serving this rich and diversified area.*

A—WNEM-TV is your solid buyway to Michigan's $2 billion dollar Second Market . . . now officially rated nationally as the Nation's 19th industrial area.

A—*Halfway. After that he's running out of the woods.*

NBC CHANNEL 5 First

WNEM-TV

serving FLINT • SAGINAW • BAY CITY

EASTERN MICHIGAN'S FIRST VHF STATION — ALL WAYS!

into the premium field by clients who wanted something exchangeable for boxtops as well as saleable for cash. "We're the largest merchandising and premium firm in the country," Mr. Saperstein asserts. "We've made and distributed more guns of one kind and another than the U. S. Army has purchased in its entire history. American kids have used more *Lone Ranger* bullets than American troops did real ones during the Korean War."

The Formula ▪ The Saperstein operating formula is a simple one and it's the same for merchandising and for syndicating. "First we find a program or personality we want and go to its owners. They put up the property; we're responsible for production and distribution; the profits are split 50-50."

What happened to the movies is starting to happen to television and the only way to stop it is to take program control away from the networks, Mr. Saperstein fervently believes. "Ten years ago program people were allowed to experiment. We had Garroway from Chicago, *Kukla, Fran & Ollie* and others who gave tv new, interesting, different programs. But not today. Now we have good business but not enough good entertainment—and by entertainment I mean anything from the *Three Stooges* to the "Great Debates," good documentaries as well as good westerns and good comedies. Entertainment is anything that diverts Joe Schmoe from his worries about mortgage payments, poor business or the fact that his mother-in-law is coming for a visit.

"But the network executives aren't thinking about that. They're looking at rating reports, studying flow charts, worrying about what show should lead into what, whether to make Tuesday 'comedy night.' An advertiser buys a pilot and can't get it on the air because it doesn't fit into the network concept of overall programming. Ratings are the controlling factor in network decisions. Yet for the sponsor, ratings aren't the answer; it's sales. It's customers, not viewers, that count with him.

"And not all sponsors want the same thing from a program. Take *All-Star Golf*, the only tv show with 15,000 directors. We get mail from company presidents complaining about the way the fourth hole was played.

"Reynolds Metals feels that *All-Star Golf* is reaching a great number of those prime industrial prospects who account for heavy tonnage each year. As long as those industrial executives continue watching *All-Star Golf* and the show keeps them reminded of Reynolds Aluminum, this sponsor, of course, will remain happy."

'Experts' ▪ "But for Miller's High Life the company's own salesmen were the target. They got an advance rundown on each week's match so they can go into a tavern and tip the bartender to the fact that Middlecoff is going to blow a birdie with a missed putt on the sixth but will make up for it with a miraculous pitch on the 14th and wind up the winner. On Saturday afternoon this knowledge makes the bartender a golf expert to the men watching from the other side of the bar, so he adds an extra five cases of High Life to his order.

"No, all advertisers aren't looking for the same thing from their tv advertising. Some of them want a straight hard sell, others a purely institutional approach. But the networks don't seem to be at all concerned about that, or about anything but whether our program gets a higher rating than our competition's. Look at the programs that were almost dropped after 13 weeks and then went on to become outstanding successes by the end of 39, just because they built slowly as viewers told their neighbors what a swell show it was. Rod Serling's *Twilight Zone* is a good example. Now look at the number of shows that were dropped for January replacements. Is it progress when we go from firm 39-week commitments to 13-week deals plus options? Is it good practice to keep the writers, directors, producers, actors on tenterhooks wondering if the option's going to be picked up and when it is going to have to rush the next 13 into production? Does the public get good tv programs when the only thing that's firm is the $3 million network time order?

"What can be done about it? Well, if a sizable group of stations got together and formed a buying combine, with a buyer in Hollywood to look at all new product and pick what's best for them and their markets, it might help. But barring that, pay tv seems like a must. And when it comes it will stimulate programming for a while, but about five years after it's hit full stride it will fall into the same pit as free tv."

Screen Gems shows more profit in last half of '60

Screen Gems Inc., tv subsidiary of Columbia Pictures Corp., showed a net profit of $970,000 for the 27-week period ended Dec. 31, 1960, which was a gain of more than $300,000 over the 26-week period ended Dec. 26, 1959. These figures were contained in a company's comparative consolidated earnings statement released last week.

The statement also showed earnings per share of common stock on basis of 2,250,000 shares outstanding on Dec. 31, 1960 at 43 cents, up 14 cents from the comparable period in 1959, and common stock earnings on the basis of 2,538,400 shares now outstanding at 38 cents, up 13 cents from 1959. The additional shares represent the 288,400 shares recently issued and sold on a rights offering to holders of Columbia Pictures Corp. Stock earnings for the first quarter ended Sept. 24, 1960 were $153,000 after taxes, which was equivalent to six cents per share on the basis of the number of shares presently outstanding.

20th-Fox sells 88 post-'48s to 7-Arts

In its second major sale in the post-'48 feature area, Twentieth-Century Fox Films Corp. announced last Thursday (March 30) that Seven Arts Productions, New York, has purchased 88 post-'48 Fox films for $6.4 million. Spyros Skouras, Fox president, said Seven Arts obtains all world and U. S. rights to the features.

NBC last month selected and bought 30 Fox features at a price estimated to be $6 million (BROADCASTING, Feb. 20 *et seq.*) and plans to schedule them in the 9-11 p.m. time period on Saturday next fall. Seven Arts obtained rights to 122 post-'48 Warner Bros. features for approximately $11 million last fall and has placed 40 in tv release. They have been sold in 63 markets.

The latest Fox group includes films starring Marilyn Monroe, Gregory Peck, Betty Grable and Jennifer Jones.

Telemeter sets pay tv showing of Broadway play

As the highlight in a schedule of expanded programming (BROADCASTING, Jan. 30, 1961), International Telemeter Co. was to present the first "live" telecast of a Broadway show to pay-tv subscribers last night (Sunday). The firm, which is conducting a pay-tv experiment in Canada at Etobicoke, a Toronto suburb, televised *Show Girl*, starring Carol Channing, direct from the Eugene O'Neill Theatre in New York, where the musical is currently playing. Pay-tv subscribers were charged $1.50 per household for the performance.

Simultaneously with the "live" telecast, *Show Girl* was to be taped for subsequent showings to the Etobicoke pay-tv audience for seven nights and two matinees beginning today (April 3). Six cameras—five in the theatre and one in the lobby—were to be used in the telecast, with microphones concealed in the stage scenery.

The musical is the second of a series of new programs which International Telemeter, a division of Paramount Pictures, is producing for its 6,000 pay-tv subscribers in Etobicoke. Previously, during the week of March 16-22, Gian-Carlo Menotti's *The Consul*, a 2 hour, 13 minute musical drama, was televised.

THANK YOU, CONGRESSMAN OREN HARRIS . . .

CHAIRMAN, HOUSE SPECIAL SUBCOMMITTEE ON LEGISLATIVE OVERSIGHT

ARB wishes to commend you and your committee on the objective and non-partisan manner in which the recent comprehensive statistical evaluation of audience measurement services was conducted. A complete description and comparison of ARB methodology with that of other services is most welcome to us and should be one of the most important research documents in our industry. This is especially true because of the outstanding qualifications of those who prepared the report.

While we do not agree in principle with the necessity for Congressional inquiry, ARB feels that you have performed a most valuable service for the industry.

We take particular note of one of the committee's major recommendations—that which advocates complete disclosure of methodology and sample size in each printed report. ARB, and only ARB in the television field, has consistently furnished this information fully and clearly in every copy of every report. We will continue to do this as well as work toward implementing the other recommendations of the committee.

AMERICAN RESEARCH BUREAU, INC.

AMERICAN RESEARCH BUREAU, INC.

WASHINGTON	4320 Ammendale Road, Beltsville, Md., WE 5-2600
NEW YORK	1 Rockefeller Plaza, New York 20, N.Y., JU 6-7733
CHICAGO	1907 Tribune Tower, Chicago 11, Ill., SU 7-3388
LOS ANGELES	2460 W. Whittier Blvd., Montebello, Calif., RA 3-8536

A tv sneak preview in San Diego

Television star Jackie Cooper and KFMB-TV San Diego joined forces in an experiment they describe as a tv first. Mr. Cooper, producer of *Charlie Angelo, AFC,* a proposed new series, took a calculated gamble as he presented the pilot in a specially promoted show on KFMB-TV. The viewers were asked to call in their reaction—either yes or no. The station flashed results of the vote in presidential election fashion. Fortunately for all, the new series favorably impressed 89% of the 23,000 who called. In photo, Jackie Cooper (l), and James Komack, star of *Charlie Angelo, AFC,* help out with the phone calls.

WRGB
puts your
MESSAGE
WHERE
THE SALE
BEGINS

The number 1 voice and picture in Northeastern New York and Western New England. 992-11

WRGB 6
CHANNEL
A GENERAL ELECTRIC STATION
ALBANY • SCHENECTADY • TROY

Big telegram to JFK

WONG Oneida, N. Y., proved the flexibility of radio last month when it rallied its community to save 6,200 jobs in an area already reeling in the wake of serious unemployment.

The station, with no previous announcement, managed to obtain over 10,000 signatures for a giant, 52-foot telegram to President Kennedy condemning the move of an Air Force base which was providing jobs to a major element of the community. In addition to the signatures, over $2,000 was raised in the effort—$500 used to defray the cost of sending the telegram.

Richard Mills, owner of WONG and chairman of the area's military affairs committee, instigated the effort and personally conducted the one-man, one-day saturation program that proved the might of radio—and in particular his station.

Heart Fund skate marathon

Two small Colorado radio stations joined hands for the Heart Fund. Results: a lot of fun and a lot of money.

Triggering the action was a personal roller derby duel between Mason Dixon, general manager of KFTM Fort Morgan, and Al Ross, general manager of KGEK Sterling. The hard-pressed rule was that neither would sit down during the 10-hour promotion.

While they skated, listeners were to call special telephones in each city with a pledge for the Heart Fund. The effort netted $2,400.

KTVU (TV) promotes with 'soft Schell' spots

KTVU (TV) San Francisco-Oakland is serving its on-the-air promos on the soft Schell these days. Produced by Don Arlett, audience promotion director, and directed by Walt Harris, production manager, the spots were recorded in KTVU's tape studios by comedian Ronnie Schell and the most extensive farce props since Olsen shot down a flock of ducks over Johnson's head.

A spot for the *Paul Coates show* opens with a hat tree-coat rack standing alone in the middle of the picture. Schell walks in, tries on one coat, finds it's too big. The second is a ladies coat. The third one fits. He looks around, picks up the other two and runs off camera. He comes back and shouts, "Don't forget. Paul Coates tonight at 10:30," and runs off again. Then he comes back, picks up the coat rack, looks full camera and shouts, "On Channel 2" as he exits—rack in hand.

In a baseball spot, as "Lefty Schell, National League pitcher," he has a running feud with an off-camera umpire on his pitches. On the fourth call of "Ball" he tells the audience the ump is the worst in the league. The ump throws in a new ball, but this one is a hand grenade which blows up with a magnificent studio reproduction that resembles Bikini at the height of the A-bomb tests.

Six 60-second spots have been re-

For the first time

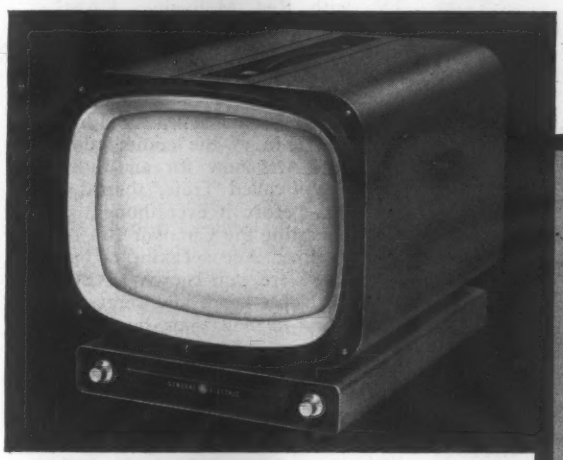
WLW Cincinnati last month celebrated its 39th birthday—for the first time—and made a gala promotion of it with television star, Jack Benny, who has celebrated that age on many occasions.

The station wrote to Mr. Benny, seeking his aid for its birthday promotion. It held little hope that Mr. Benny would be available—but he was. And thus was born a 20-second beeper phone message that WLW used in a one-day saturation campaign.

It turned out—like Mr. Benny's 39th birthdays—to be a prosperous one for WLW. But the real show, according to the station, will be 1962 when it becomes 40.

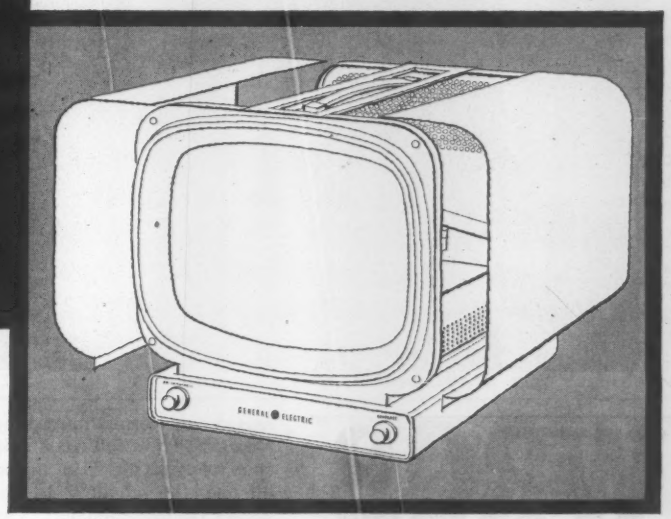
New General Electric Monitors

HIGH RESOLUTION AND BRIGHTNESS — STABLE — LOW MAINTENANCE

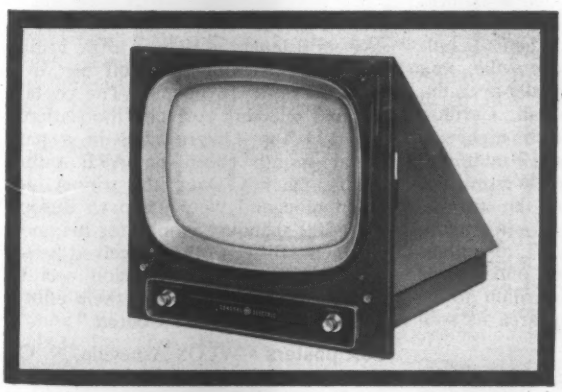


Cabinet Monitors available in 14, 17 and 21 inch screen sizes using the same chassis for each. Excellent low frequency response gives uniform picture backgrounds with no smear. There are no interactions between controls. Size, focus and linearity controls are operated individually and adjustment of one has no effect on the others.

High picture brightness is achieved without blooming. Picture tube voltage of 20 Kv combined with good regulation provides highest brightness while maintaining 800 line resolution. A polarized safety glass faceplate (optional) minimizes reflections in strongly lighted areas and improves picture contrast ratio.



Quick set up and servicing. No major disassembly is required for any normal servicing. Each side panel on cabinet models is held with just two screws, exposing the chassis. As a result, you can adjust the set and look squarely at the tube at the same time. The picture tube is inserted or removed from the front. Four screws release the faceplate for cleaning.



Rack mounted models are available in 14, 17 and 21 inch sizes. Image stability is excellent. Sharp focus with no focus drift is attained through the use of a low voltage electrostatic focus type picture tube. The wide band video amplifier (10 Mc ± 1 db) produces sharp, clear pictures. Picture interference from ground currents is eliminated.

Differential gain of the video amplifier is less than 5 percent on a 50 percent white, 50 percent black picture. Geometric distortion is less than ± 2 percent.

For complete data on these new monitors — and the full line of G-E transistorized audio equipment and other broadcasting and telecasting equipment — write to Section 4841-3, Technical Products Operation, General Electric Company, Lynchburg, Va.

GENERAL ELECTRIC

Summer fashions promote KABC-AM-TV

To celebrate the first full day of spring (March 21), ABC and its Los Angeles stations, KABC-AM-TV, joined hands with Rose Marie Reid to give some 500 of the city's advertising fraternity and their wives a look at the very freshest spring fashions in beachwear.

Produced by Jack Brembeck, promotion-publicity director of KABC-TV, with Red McIlvaine, KABC personality, and Shirley McWilliams, Rose Marie Reid advertising manager, as commentators, the display of fashionably, if scantily, clad beauties was matched by the adroit program tie-in of the commentary. To wit: "And now for an undersized eyeful called 'Trifle,' shaped as no bikini before it ever thought of being, boasting the Circolair Bra for the first time. And speaking of bras —and we were, you know—KABC's Wendell Noble keeps you abreast of what's new in magazines, books and newspapers . . . at 2:15 daily. We know that Los Angeles listeners have found Wendell Noble a wee more than a 'trifle' interesting and we think the same goes for time buyers, that is, if the bare facts were known."

WRGB
puts your
MESSAGE
WHERE
THE SALE
BEGINS

The number 1 voice and picture in Northeastern New York and Western New England. 992-11

WRGB 6
CHANNEL
A GENERAL ELECTRIC STATION
ALBANY • SCHENECTADY • TROY

leased and viewers are asking for more, says KTVU, which has a new 90-second spot ready to air. The tapes are played all over the schedule, to reach all segments of the audience. George Tashman, tv critic of *The Independent*, reviewing the spots in his column, said: "These spots by Schell are funnier than any of the full-length comedy shows on the air."

Drumbeats...

Charm of chimes ▪ CKVL Verdun, Quebec, in considering sound as natural to station promotion, has come up with a bellringer—the sound of bells. Schulmerich Carillons Inc., Sellersville, Pa., has installed an electrically-operated carillon in CKVL's main hall. Carillon concerts are featured each night on CKVL-FM from 11:30 to 12 midnight, while on the am outlet, Westminster chimes, which are part of the installation, sound the hour at 8 a.m., noon, and at 6 and 11 p.m. CKVL also plans to install a loud speaker outside the studio building for the carillon to be heard in the surrounding area as well as on the air.

Television record ▪ The NBC-TV interview series, *Wisdom*, has been collated by Decca Records, and is now available on two 12-inch long playing albums. The series of interviews, duplicated on the records, features Carl Sandburg; Jawaharlal Nehru; David Ben-Gurion; Frank Lloyd Wright, and Bertrand Russell, among others.

Wide coverage ▪ Wingate's department store, Olivia, Minn., bought sponsorship of *Fashion* on WCCO-TV Minneapolis-St. Paul (about 100 miles away) and found the results most rewarding. Using 12 non-professional models from Olivia and six surrounding towns for its Easter promotion of fashions, the store said it was literally swamped and that the "experiment" of big city television advertising was more than successful.

Critic contest ▪ WIIC (TV) Pittsburgh gave its listeners a chance to be critics and the opportunity paid off big dividends to some 16 people. The contest required selecting correctly the station's (ch. 11) top 11 programs in a particular month based on ARB rating results. Nick O'Data, the winner, selected nine and won a trip to Europe and $500 spending money for his good judgment. Fifteen others received prizes ranging from color television sets to sets of enclyclopedias for their efforts in the "Be The Critic Contest."

CCA posters ▪ WLOS Asheville, N. C., has injected a new twist in the Community Club Awards program there. It is giving CCA points for preparing posters and placing them in high traffic areas. To date 57 stores and supermarkets in the Asheville area are graced with CCA commercial posters.

BROADCAST ADVERTISING

Robert P. Clark, treasurer, Doherty, Clifford, Steers & Shenfield, N. Y., elected to agency's board of directors.

Francis E. Brennan, formerly art advisor to editor-in-chief, Time Inc., N. Y., joins McCann-Erickson, that city, as vp and account director.

H. H. (Bob) Marshall, who was copywriter with Ogilvy, Benson & Mather, N. Y., from 1953-54, rejoins agency as vp and copy supervisor.

Harry E. Sandford, account executive, professional division, Doherty, Clifford, Steers & Shenfield, N. Y., elected vp.

Lewis Snyder, formerly of Leo Burnett, Chicago, joins J. M. Mathes Inc., N. Y., as vp and copy director.

Milton J. Sutter, formerly director of production-traffic for Cunningham & Walsh, New York, appointed vp.

John D. W. Barnetson named vp of Fitzgerald Adv., New Orleans. Others named as vps were: **Walter K. Collins, Harold R. Huffman, Joseph L. Killeen Jr., Dan MacMillan, James J. McMahon, John J. O'Connell,** and **Mildred Thomas.** Mrs. Thomas, Mr. Huffman, Mr. Killeen Jr., Mr. McMahon and Mr. O'Connell are account executives. Mr. Collins is tv creative director and Mr. MacMillan is print creative director.

Irving Weber, head of art department, Brown & Crane Inc., N. Y., appointed vp and director of agency. **Howard Watts,** account supervisor on Isodine Pharmacal Corp., named vp. **Donald Blackburn,** formerly of Tatham-Laird, N. Y., joins agency as copy supervisor.

Paula Van Brink appointed assistant production manager of Neale Adv. Assoc., Los Angeles. Mrs. Van Brink was formerly with J. Walter Thompson, New York, and KGBS Los Angeles.

Rosemary Vordenberg, formerly with Stockton-West-Burkhart, to Ralph H. Jones Co., Cincinnati advertising agency, as director of market and media analysis. **Maurice Oshry** named director of contract department.

Al Buffington, account executive with Young & Rubicam, to Beckman • Koblitz Inc., Los Angeles, as creative director.

Barbara Walters, formerly of Tex McCrary Inc., N. Y., joins The Rowland Co., pr firm, that city, as director of tv and radio department. **Richard Gilbert** and **John R. Winter** join firm as account executives.

Glenda Sullivan, formerly account executive, Ben Sackheim Inc., N. Y., appointed vp.

Norval B. Stephens Jr., for four years marketing supervisor with Needham, Louis & Brorby, Chicago, named account executive.

Albert C. Mullen, formerly account executive and copywriter with Earle Ludgin & Co., to copywriting staff of Reach, McClinton & Co., Chicago. **James Abramic,** formerly art director with Fuller, Smith & Ross, joins art staff of Reach agency.

Ralph H. Major Jr., formerly vp in charge of pr at BBDO, N. Y., joins John Moynahan & Co., that city, as vp.

Mr. Turnbull

Richard Turnbull appointed senior vp of American Assn. of Advertising Agencies. Mr. Turnbull, who previously was vp, has been member of AAAA staff for 35 years. He will continue in charge of association's work on agency administration, agency personnel and print production.

Jules Bundgus, vp and director of tv and radio, Kastor, Hilton, Chesley, Clifford & Atherton, N. Y. resigns.

David O. MacKenzie, assistant trade promotion manager for Quaker Oats Co.'s corn goods and Flako products, named advertising manager for these products. He headquarters in Chicago.

Muriel Franko, formerly of Sid DuBroff Assoc., N. Y., joins Regal Adv., N. Y., as account executive.

Jack De Celle, formerly of Compton Adv., San Francisco, joins Kenyon & Eckhardt, that city, as copy chief.

David Fleischhaker, joins Fuller & Smith & Ross, N. Y., as tv and radio department copywriter.

Prudence Dorn, formerly director of home economics and women's services, Kenyon & Eckhardt, N. Y., joins American Home Foods, that city, as director of home economics publicity.

William L. Christensen, formerly of Chemway Corp., N. Y., joins William Pearson Corp., that city, as advertising promotion manager.

Patricia Cameron, formerly of Young & Rubicam, N. Y., joins Kenyon & Eckhardt, that city, as copywriter.

William J. Wiggins, formerly with United Feature Syndicate, joins Henry J. Kaufman & Assoc., Washington, as account executive.

THE MEDIA

Mr. McIntosh

Robert J. McIntosh elected president of Coahoma Broadcasting Co., parent organization of WKDL Clarksdale, Miss., of which he also will be general manager. He formerly was station manager of WWJ Detroit and sales manager before that.

George S. Milroy, formerly account executive for WDTM Detroit, promoted to sales manager.

Jack Drees and **Jim Smith,** present co-owners of WKAB Mobile, become president and vp respectively, of WNVY Pensacola following purchase of same. **Jack Howat,** formerly of WKAB, becomes new general manager of WNVY and **Don Griffith** joins sales and sports department.

Beulah Funk, member of sales development staff of Blair-TV, N. Y., promoted to sales development director. Before joining Blair-TV in 1957, Miss Funk had been with WOR, that city, as assistant in sales service and

THE NEXT SOUND YOU HEAR WILL BE Ecco-Fonic

station relations from 1951-54 and assistant film manager of WOR-TV from 1954-57.

Mr. Barris

Charles H. Barris, on staff of daytime programming department of ABC-TV, promoted to manager of tv daytime programming. He joined network in 1959 as program supervisor of Dick Clark's *American Bandstand*. Previously, he was with closed circuit division of TelePromTer Corp.

Franklin Sisson, formerly local sales manager of WOOD-TV Grand Rapids, Mich., to WWJ Detroit as station manager.

William F. Schnaudt promoted to station manager of WKNB New Britain, Conn., succeeding **Norton Virgien** who leaves broadcasting field. Mr. Schnaudt has been station's general sales manager.

Wally McGough, formerly general manager of WKRC-TV Cincinnati, to ABC International Div. as director of station operations. In newly created position, Mr. McGough will act as consultant in all areas of station management to stations affiliated with ABC International.

WRGB puts your MESSAGE WHERE THE SALE BEGINS

The number 1 voice and picture in Northeastern New York and Western New England. 992-11

WRGB CHANNEL 6
A GENERAL ELECTRIC STATION
ALBANY • SCHENECTADY • TROY

William C. Gillogly, director of sales for ABC-TV Central Div. since 1957, promoted to vp in charge of sales, Chicago office, succeeding **James W. Beach,** who is leaving and will announce new plans shortly.

Dale Morgan appointed program director of KHOW Denver. He is broadcasting veteran in that area, having served as program director of KFEL and KLZ, both Denver.

David S. Garber, formerly studio manager at Universal International for 13 years, joins KTTV (TV) Los Angeles in similar capacity.

Jack Pavis, formerly account executive at Theodore Sills Public Relations, Chicago, to KABC Los Angeles in charge of advertising, research and promotion. He succeeds **David Nowinson** who transfers to station's news staff.

Charles (Big Pete) Peterson, air personality at KLO Ogden, Utah, promoted to program director. **Vern Stevenson,** formerly with KALL Salt Lake City, joins KLO as news director.

Michael Dix, formerly newsman at WBBM Chicago, to KNX Los Angeles, in similar capacity.

Mr. Mackie

Stuart I. Mackie, formerly of Avery-Knodel Inc., Chicago, named manager of Detroit office. Mr. Mackie, whose appointment is effective today, has been with A-K for four years. Previously, he was a time salesman for Minnesota stations, and with Chicago Title & Trust Co., with sales promotion and public relations duties.

Ted Hepburn, local sales manager of WHLO Akron, Ohio, promoted to general sales manager. Earlier, (BROADCASTING, March 27) it was incorrectly reported that Mr. Hepburn was promoted to general manager.

Hugh LaCrosse named chief engineer of WKRC-AM-FM Cincinnati. Mr. LaCrosse has served in various engineering capacities with station since 1942.

Les Lindvig named sales manager of KOOL-TV Phoenix. He formerly served in similar capacity with KPHO-TV, that city.

Althea Line, previously media director of Coleman-Parr Adv., Los Angeles, joins KDAY Santa Monica, as account executive.

Alton J. Lenoce, formerly commercial manager of WBRY Waterbury, named business manager of WNAB Bridgeport, both Connecticut.

George M. Kroloff, formerly pr director and newscast producer for WAIT Chicago, joins pr staff of Chicago Assn. of Commerce and Industry.

Mr. Murphy

Shaun F. Murphy named vp and general sales manager of KTVI (TV) St. Louis. He had previously served as national sales manager and prior to that was manager of WTVP (TV) Decatur, Ill. Mr. Murphy began his broadcasting career in 1947, joining, what was then, WHOT South Bend as salesman.

John Hathcock and **Leon Tatham** named continuity director and air personality respectively of KIZX Amarillo, Tex.

Doug Harris named promotion director of WRDW-TV Augusta, Ga. He previously was assistant promotion director of WLOS-TV Asheville, N. C.

Wayne D. Costner, formerly commercial manager of KYSN Colorado Springs, to KTUX Pueblo, Colo., in similar capacity.

Allen Ludden, director of program services, CBS Radio owned and operated stations, named to newly-created position of consultant for creative services, CBS News. In new post, Mr. Ludden will be concerned with creation and development of information-related programs, and techniques for their presentation. He will also serve as liaison between CBS News and program departments of both CBS-TV and CBS Radio.

Glenn Gilbert, formerly manager, Avery-Knodel office in Detroit, joins AM Radio Sales, that city, in same capacity.

George H. Fuchs, since August 1960 vp, labor relations, at NBC, appointed vp, personnel, succeeding **B. Lowell Jacobsen,** who resigned to become director of industrial relations for Pepsi-Cola.

William Aronson, formerly of General Artists Corp., joins ABC-TV as account executive.

Rog Birkeland appointed sales manager and assistant general manager of KGHM Brookfield, Mo. He formerly was account executive at KYSM-AM-FM Mankato, Minn.

Robert Carpenter appointed assistant tv sales manager of WOOD-TV Grand Rapids, Mich. Mr. Carpenter had been saleman for WOOD prior to his promotion.

William Carpenter, formerly of Ziv-TV, N. Y., joins H-R Representatives,

that city, as account executive, tv sales.

Joseph R. Briscoe Jr. and **Robert Streider** join KPLR-TV St. Louis as account executives. Mr. Briscoe was formerly account executive and announcer for KWRE Warrenton, Mo., while Mr. Streider was account executive for KCFM (FM) St. Louis.

Richard Douglas joins WIP Philadelphia, news department. He was formerly with WISH Indianapolis and WAKY Louisville.

Ray Nardoni, tv director of KVAR (TV) Phoenix-Mesa, Ariz., for five years, to KMOX-TV St. Louis as producer-director. He succeeds **Ernest Byrne,** who resigned for tv post in Ireland.

Gwinn Owens appointed public affairs coordinator for WJZ-TV Baltimore.

Billye F. Ransdell joins KVOO-TV Tulsa, as continuity director. **Ron Stone,** formerly of KSWO-TV Lawton, Okla., and **Budd Dailey** of KKTV (TV) Colorado Springs, join news department.

Mr. Swearingen

George R. Swearingen Jr., account executive, CBS-TV Spot Sales, Atlanta, named manager of Atlanta office. Mr. Swearingen transferred from N. Y. office in 1959. Prior to that he was manager of Atlanta office for CBS Radio Spot Sales; manager of Weed & Co., and Weed Television Corp., Atlanta, and national sales manager, Teleways, Hollywood.

Julian Anthony, ABC News correspondent, elected president The Working Press Foundation New York. Organization is composed of working newsmen from press, radio and tv in New York area.

Jon Sherwood Schulbeck, formerly newscaster with WJR Detroit, to news staff of WGN-AM-TV Chicago as editor.

James Stevenson, publicist with WBBM-TV Chicago since last August, named national sales service representative at CBS-owned outlet. **Henry Roepken,** former press information director and audience promotion manager for WBBM, joins news staff of WBBM-TV as editor. **Thomas Walsh,** for two years manager of The Lakeview Business Center of Junior Achievement of Chicago, added to WBBM-TV information services department as publicist.

J. A. West Jr., general manager of KDMS El Dorado, Ark., elected president of UPI Broadcasters Assn. of Arkansas. **Hi Mayo,** general manager of KBRI Brinkley, elected vp while **John S. Haslam,** UPI bureau manager in Little Rock, was named secretary.

DuPont winners receive awards

Winners of the 1960 Alfred I. duPont Radio and Television Awards (BROADCASTING, March 20) announced at formal presentation ceremonies March 24 that their $1,000 checks would be donated for appropriate scholarships in broadcast education. At the annual awards banquet in Washington (l to r): Edward P. Morgan, ABC commentator receiving plaque from Professor O. W. Riegel, director of the Lee Memorial Journalism Foundation and awards curator; Washington & Lee U. President Fred Cole presenting award to Jerome R. Reeves, general manager, KDKA-TV Pittsburgh, winner of the television award, and W&L President-emeritus Francis P. Gaines presenting the radio station award to Daniel W. Kops, president and general manager, WAVZ New Haven, Conn., the second DuPont award for that station.

Michael A. Wiener, formerly writer, ABC-TV sales development department, joins H-R Representatives Inc., N. Y., as assistant director of sales promotion. Mr. Wiener, who was with ABC-TV for two years, previously served Television Bureau of Advertising, N. Y., in various capacities.

Paul E. Yoakum named operations director of WBNS-TV Columbus, Ohio, replacing **Arthur D. Vittur** who resigned to become advertising director of Midwestern Volkswagen Inc.

Philip Thornton named staff director of KNXT (TV) Los Angeles.

Gilbert G. Wagi joins meteorological department of WRCV-TV Philadelphia. Prior to joining station Mr. Wagi served as meteorologist with U.S. Navy.

Dwight Weist and **Frank Blair,** announcers, join WNBC New York, as daytime newscasters.

Tony Brunton, WICC Fairfield, Conn., named news director.

Arch Yancey, from KNUZ Houston, to WERE Cleveland, as air personality. **Johnny McKinney** from KQV Pittsburgh; **Jerry Miller** from KONO San Antonio and **Mike March** from WIZE Springfield, Ohio, all join KNUZ as air personalities.

Jay Wood, formerly air personality with WDNC Durham, N. C., resigns to join Target Recording Studios, that city, as recording technician and producer.

Gene Norman joins KRHM (FM) Los Angeles as air personality.

Johnny Canton, formerly air personality with KZIX Fort Collins, Colo., to WNOW York, Pa., in similar capacity.

PROGRAMMING

Mr. Payette

William C. Payette, general sales manager of United Press International, named manager of UPI's southwest division, headquartered in Dallas. He will be in charge of UPI news and business operations in nine states from Louisiana to Wyoming, and also will continue as member of UPI board of directors. No successor was named. Mr. Payette established UPI Movietone News, film service for television stations, in early 1950s and since then has had number of executive posts in New York.

Het Manheim, signed by Format Films, animated film firm, Hollywood,

to head agency's new program department.

Marshall Stone, director, joins Filmex Inc., N. Y., as production manager and director.

Carl Miller, formerly of United Artists Associated, joins Independent Television Corp., Seattle, Western Sales Div.

Paul Kasander named national sales manager of Animation Center, newly created commercial div., of Felix the Cat Productions, New York.

Keith Gaylord, formerly with Artists Attractions, to Fred Niles Productions, Chicago, as assistant director.

Joseph A. Fiorelli and **Norton T. Gretzler** join On Film Inc. (producers of commercial tv and industrial motion pictures), Princeton, N. J. Mr. Fiorelli has been named producer while Mr. Gretzler takes on duties of commercial coordinator.

EQUIPMENT & ENGINEERING

Burnis M. Kelly appointed assistant to president of Stancil-Hoffman Corp., manufacturer of Minitape recorders.

Alfred H. Canada named manager of engineering for Raytheon Co's Santa Barbara division, succeeding **Stanley D. Crane,** resigned.

William R. Tincher, former associate director of Bureau of Litigation, Federal Trade Commission, joins Westinghouse Electric Corp., N. Y., new antitrust section of Westinghouse law department.

Mr. May

Mr. Battison

Russell P. May and **John H. Battison,** Washington consulting engineers, announce formation of May & Battison, Sheraton Building, that city. Mr. May is among founders of Assn. of Federal Communications Consulting Engineers. Mr. Battison formerly was assistant chief allocations engineer at ABC.

GOVERNMENT

John V. Buffington appointed assistant to chairman of Federal Trade Commission. He formerly served as assistant general counsel in charge of division of special legal assistants.

INTERNATIONAL

D. A. Poyntz elected director of Walsh Adv. Co. Ltd., Toronto.

J. Hugh Dunlop, manager of CKDH Amherst, N.S., to CKDM Dauphin, Man., in similar capacity, succeeding **Jack M. Henderson** who resigned.

Thomas H. Tonner, formerly manager of CKCW Moncton, N.B., named manager of CHSJ Saint John, N.B.

Donald H. Hartford, manager of CFAC Calgary, Alta., promoted to vp and general manager.

Sydney L. Capell, manager of radio-tv electronics department of Zenith Radio Corp. of Canada, elected vp.

Leonard George Hayden, 54, chief engineer of Crowell-Collier Broadcasting Corp. (KFWB Los Angeles, KEWB Oakland-San Francisco, KDWB Minneapolis-St. Paul) died March 27 in Minneapolis.

Dan Thompson, 56, member of radio pioneers and for 14 years radio-tv director of National Safety Council, Chicago, died March 29 at his home in Lombard, Ill., after long illness.

DEATHS

Powell Crosley Jr., 74, radio pioneer and one-time owner of Crosley Broadcasting Corp., died of heart attack at his home in Cincinnati March 28. Mr. Crosley established WLW, that city, in 1921 and then sold his interests to Aviation Corp. (Avco) in September 1945.

Joseph P. Duchaine, 58, president of Bay State Broadcasting Co., (WBSM-AM-FM) New Bedford, Mass., died March 24 following heart attack.

TV NETWORK SHOWSHEET

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsors or type of sponsorship. Abbreviations: sust., sustaining; part., participating; alt., alternate sponsor; co-op, cooperative local sponsorships. All times EST. Published first issue in each quarter.

SUNDAY MORNING

10-11 a.m.

ABC-TV No network service.
CBS-TV 10-10:30 *Lamp Unto My Feet,* sust., 10:30-11 *Look Up and Live,* sust.
NBC-TV No network service.

11-12 noon

ABC-TV No network service.
CBS-TV 11-11:30 *UN In Action,* sust.; 11:30-12 *Camera Three,* sust.
NBC-TV No network service.

SUNDAY AFTERNOON

Noon-1 p.m.

ABC-TV 12-12:30 *Meet the Professor,* sust. ends May 14; 12:30-1 *Pip the Piper,* Gen. Mills.
CBS-TV 12-12:30 *Washington Conversation,* sust.; 12:30-12:55 *Accent,* sust.; 12:55-1 *News,* sust.
NBC-TV No network service.

1-2 p.m.

ABC-TV 1-1:30 *Directions '61,* sust. ends June 25; 1:30-2 *Issues and Answers,* sust. ends April 9.
CBS-TV No network service.
NBC-TV 1-1:15 *News,* sust.; 1:15-1:30 No network service; 1:30-2 *Frontiers of Faith,* sust.

2-3 p.m.

ABC-TV No network service.
CBS-TV *Baseball Game of the Week,* part., begins April 15.
NBC-TV *Major League Baseball,* various regional.

3-4 p.m.

ABC-TV No network service.
CBS-TV *Baseball,* cont.
NBC-TV *Baseball,* cont.

4-5 p.m.

ABC-TV 4-4:30 *Roundup, U.S.A.,* sust.; 4:30-5 *Issues & Answers,* sust.
CBS-TV *Baseball,* cont.
NBC-TV *Baseball,* cont.

5-6 p.m.

ABC-TV 5-5:30 *Matty's Funday Funnies,* Mattel; 5:30-6 *Rocky & His Friends,* Gen. Mills, American Chicle, Peter Paul.
CBS-TV 5-5:30 *Ted Mack and the Original Amateur Hour,* J. B. Williams; 5:30-6 *GE College Bowl,* Gen. Elec.
NBC-TV 5-5:30 *Celebrity Golf,* Kemper; 5:30-6 *Chet Huntley Reporting,* Kemper.

SUNDAY EVENING

6-7 p.m.

ABC-TV 6-6:30 No network service; 6:30-7:30 *Walt Disney Presents,* part.
CBS-TV 6-6:30 *I Love Lucy,* Block Drug, Clairol; 6:30-7 *Twentieth Century,* Prudential.
NBC-TV 6-6:30 *Meet the Press,* co-op; 6:30-7 *People Are Funny,* E. R. Squibb.

7-8 p.m.

ABC-TV 7-7:30 *Walt Disney Presents,* cont.; 7:30-8:30 *Maverick,* Kaiser, Armour, Noxzema, R. J. Reynolds, DuPont.
CBS-TV 7-7:30 *Lassie,* Campbell Soup; 7:30-8 *Dennis the Menace,* Best Foods, Kellogg.
NBC-TV *Shirley Temple,* Malto, Beechnut Life Savers, Walt Disney, Fedders, Gen. Food.

8-9 p.m.

ABC-TV 8-8:30 *Maverick,* cont.; 8:30-9 *Lawman,* R. J. Reynolds, Whitehall.
CBS-TV *Ed Sullivan Show,* Colgate, Eastman Kodak.
NBC-TV 8-8:30 *National Velvet,* Rexall, Gen. Mills; 8:30-9 *Tab Hunter,* P. Lorillard, Westclox.

9-10 p.m.

ABC-TV 9-9:30 *The Rebel,* P&G, Liggett & Myers; 9:30-10:30 *The Asphalt Jungle,* Speidel, Gillette, Amer. Chicle, Beecham, Cluett Peabody, Pepsi Cola.
CBS-TV 9-9:30 *GE Theatre,* Gen. Elec.; 9:30-10 *Jack Benny Program,* Lever, State Farm.
NBC-TV *Chevy Show,* Chevrolet.

10-11 p.m.

ABC-TV 10-10:30 *Asphalt Jungle,* cont.; 10:30-11 *Winston Churchill: The Valiant Years,* Dalton.
CBS-TV 10-10:30 *Candid Camera,* Lever, Bristol-Myers; 10:30-11 *What's My Line,* Kellogg, Sunbeam.
NBC-TV 10-10:30 *Loretta Young Show,* Toni, Warner-Lambert, alt.; 10:30-11 *This Is Your Life,* Block Drug.

11-11:15 p.m.

ABC-TV No network service.
CBS-TV *Sunday News Special*, Whitehall, alt. with Carter.
NBC-TV No network service.

MONDAY-FRIDAY MORNING

7-8 a.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV *Today*, part.

8-9 a.m.

ABC-TV No network service.
CBS-TV 8-8:15 *CBS News*, sust.; 8:15-9 *Captain Kangaroo*, part.
NBC-TV *Today*, cont.

9-10 a.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV No network service.

10-11 a.m.

ABC-TV No network service.
CBS-TV 10-10:30 *I Love Lucy*, part.; 10:30-11 *Video Village*, part.
NBC-TV 10-10:30 *Say When*, part.; 10:30-11 *Play Your Hunch*, part.

11 a.m.-noon

ABC-TV 11-11:30 *Morning Court*, part.; 11:30-12 *Love That Bob*, part.
CBS-TV 11-11:30 *Double Exposure*, part.; 11:30-12 *Surprise Package*, part.
NBC-TV 11-11:30 *The Price Is Right*, part.; 11:30-12 *Concentration*, part.

MONDAY-FRIDAY AFTERNOON, EARLY EVENING AND LATE NIGHT

Noon-1 p.m.

ABC-TV 12-12:30 *Camouflage*, part.; 12:30-1 *Number, Please*, part.
CBS-TV 12-12:30 *Love of Life*, part.; 12:30-12:45 *Search for Tomorrow*, P&G; 12:45-1 *Guiding Light*, P&G.
NBC-TV 12-12:30 *Truth or Consequences*, part.; 12:30-12:55 *It Could Be You*, part.; 12:55-1 *News*, Gen. Mills.

1-2 p.m.

ABC-TV 1-1:25 *About Faces*, part.; 1:25-1:30 *Midday News*, sust.; 1:30-2 No network service.
CBS-TV 1-1:05 *News*, sust.; 1:05-1:30 No network service; 1:30-2 *As the World Turns*, part.
NBC-TV No network service.

2-3 p.m.

ABC-TV 2-2:30 *Day In Court*, part.; 2:30-3 *Seven Keys*, part.
CBS-TV 2-2:30 *Face the Facts*, sust.; 2:30-3 *Art Linkletter's House Party*, part.
NBC-TV 2-2:30 *Jan Murray Show*, part.; 2:30-3 *Loretta Young Theatre*, part.

3-4 p.m.

ABC-TV 3-3:30 *Queen For A Day*, part.; 3:30-4 *Who Do You Trust?*, part.
CBS-TV 3-3:30 *The Millionaire*, part.; 3:30-4 *The Verdict Is Yours*, part.
NBC-TV 3-3:30 *Young Dr. Malone*, part.; 3:30-4 *From These Roots*, part.

4-5 p.m.

ABC-TV *American Bandstand*, part.
CBS-TV 4-4:15 *The Brighter Day*, part.; 4:15-4:30 *The Secret Storm*, part.; 4:30-5 *Edge of Night*, part.
NBC-TV 4-4:30 *Make Room For Daddy*, part.; 5:40-5 *Here's Hollywood*, part.

5-6 p.m.

ABC-TV 5-5:30 *American Bandstand*, cont.; 5:30-6 *Rocky & His Friends*, (Tue., Thur.); *Rin Tin Tin* (Mon., Fri.); *Lone Ranger*, (Wed.), part.
CBS-TV No network service.
NBC-TV No network service.

6-7:30 p.m.

ABC-TV 6-6:15 *News*, sust.; 6:15-7:30 No network service, except Tue., 7-7:30 *Expedition*, Ralston Purina.
CBS-TV 6-6:45 No network service; 6:45-7 *News*, part.; 7-7:30 No network service.
NBC-TV 6-6:45 No network service; 6:45-7 *Huntley-Brinkley News*, Texaco; 7-7:30 No network service.

11:15-1 a.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV *Jack Paar Show*, part.

MONDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8:30 *Cheyenne*, Union Carbide, P&G, Ralston, Bristol-Myers, R. J. Reynolds, duPont, Pepsi Cola, Warner-Lambert, Mennen.
CBS-TV *To Tell the Truth*, American Home, Helene Curtis.
NBC-TV 7:30-8:30 *The Americans*, Dow, Pepsi-Cola, Max Factor, Readers' Digest, Block Drug.

8-9 p.m.

ABC-TV 8-8:30 *Cheyenne*, cont.; 8:30-9:30 *SurfSide 6*, Brown & Williamson, Whitehall, Johnson & Johnson, Pontiac.
CBS-TV 8-8:30 *Pete & Gladys*, Goodyear, Carnation; 8:30-9 *Bringing Up Buddy*, Scott.
NBC-TV 8-8:30 *The Americans*, cont.; 8:30-9 *Wells Fargo*, American Tobacco, Beechnut.

9-10 p.m.

ABC-TV 9-9:30 *SurfSide 6*, cont.; 9:30-10:30 *Adventures in Paradise*, Whitehall, J. B. Williams, Noxzema, L&M, Amer. Chicle, Union Carbide.
CBS-TV 9-9:30 *Danny Thomas*, Gen. Foods; 9:30-10 *Andy Griffith*, Gen. Foods.
NBC-TV 9-9:30 *Acapulco*, R. J. Reynolds, Warner-Lambert; 9:30-10 *Concentration*, P. Lorillard, starts April 17.

10-11 p.m.

ABC-TV 10-10:30 *Adventures in Paradise*, cont.; 10:30-11 *Peter Gunn*, Bristol-Myers, R. J. Reynolds.
CBS-TV 10-10:30 *Hennessey*, Gen. Foods, P. Lorillard; 10:30-11 *June Allyson Show*, duPont.
NBC-TV 10-10:30 *Barbara Stanwyck Theatre*, Alberto-Culver, Amer. Gas Assn.; 10:30-11 No network service.

TUESDAY EVENING

7:30-8 p.m.

ABC-TV *Bugs Bunny*, Gen. Foods, Colgate.
CBS-TV No network service.
NBC-TV 7:30-8:30 *Laramie*, Pittsburgh Plate Glass, Beechnut, Amer. Gas Assn., Union Carbide, Pepsi-Cola, R. J. Reynolds, Gold Seal.

8-9 p.m.

ABC-TV 8-8:30 *Rifleman*, P&G; 8:30-9 *Wyatt Earp*, P&G, Gen. Mills.
CBS-TV 8-8:30 *Father Knows Best*, Gen. Foods, Scott, Lever; 8:30-9 *Dobie Gillis*, Pillsbury, Philip Morris.
NBC-TV 8-8:30 *Laramie*, cont.; 8:30-9 *Alfred Hitchcock*, Mercury, Revlon.

9-10 p.m.

ABC-TV *Stagecoach West*, Brown & Williamson, Simoniz, Gillette, Miles, Ralston, Gen. Foods.
CBS-TV 9-9:30 *Tom Ewell Show*, Quaker Oats, P&G; 9:30-10 *Red Skelton*, Pet Milk, S. C. Johnson.
NBC-TV *Thriller*, All-State, Glenbrook, American Tobacco, Beechnut.

10-11 p.m.

ABC-TV 10-10:30 *Alcoa Presents*, Alcoa; 10:30-11 No network service.
CBS-TV *Garry Moore Show*, Polaroid, S. C. Johnson, Plymouth.
NBC-TV *Specials*, part.

WEDNESDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8:30 *Hong Kong*, Armour, Kaiser, Brillo, Derby, duPont, Coleman, P. Lorillard.
CBS-TV 7:30-8:30 *Malibu Run*, Lorillard, Amer. Home.
NBC-TV 7:30-8:30 *Wagon Train*, R. J. Reynolds, Revlon, National Biscuit.

8-9 p.m.

ABC-TV 8:8:30 *Hong Kong*, cont.; 8:30-9 *Adventures of Ozzie & Harriet*, Eastman Kodak, Coca-Cola.
CBS-TV 8-8:30 *Malibu Run*, cont.; 8:30-9 *Danger Man*, Brown & Williamson, Kimberly Clark.
NBC-TV 8-8:30 *Wagon Train*, cont.; 8:30-9

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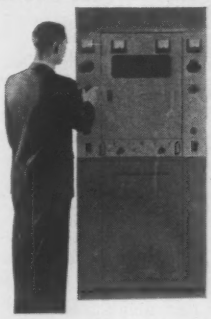

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TV SPECIALS FOR APRIL, MAY & JUNE

ABC-TV

April 14: 10:30-11 p.m.
Close-Up!, Bell & Howell.
April 17: 10:30 p.m.-12 Midnight
Oscar Awards, P&G, Sara Lee.
April 18: 10-10:30 p.m.
Close-Up!, Bell & Howell.
April 20: 8:30-9:30 p.m.
Pat Boone Show, Bulova.
April 20: 10:30-11 p.m.
Ernie Kovacs Show, Dutch Masters.
April 27: 10:30-11 p.m.
Close-Up!, Bell & Howell.
May 9: 10-10:30 p.m.
Close-Up!, Bell & Howell.
May 16: 8:30-9 p.m.
Close-Up!, Bell & Howell.
May 18: 10:30-11 p.m.
Ernie Kovacs Show, Dutch Masters.
May 30: 10-10:30 p.m.
Close-Up!, Bell & Howell.
June 13: 10-10:30 p.m.
Close-Up!, Bell & Howell.
June 15: 10:30-11 p.m.
Ernie Kovacs Show, Dutch Masters.
June 22: 10:30-11 p.m.
Close-Up!, Bell & Howell.

CBS-TV

April 8: 5-6 p.m.
25th Masters Golf Tournament, American Express Travelers Insurance.
April 9: 3-4 p.m.
Young People's Concert, Shell.
April 9: 4-5:30 p.m.
25th Masters Golf Tournament, American Express Travelers Insurance.
April 20: 8-9 p.m.
Highlights of the 1961 Circus, Top Value Stamps.
April 21: 8:30-10 p.m.
Million Dollar Incident With Jackie Gleason, Timex.
April 27: 9-10 p.m.
Family Classics (*Jane Eyre*), John H. Breck.
May 19: 8:30-9:30 p.m.
Arthur Godfrey Show, Bulova.

NBC-TV

April 7: 9-10 p.m.
Sing Along With Mitch, Ballantine.
April 9: 6:30-7 p.m.
Trial of Adolph Eichmann, sust.
April 11: 10-11 p.m.
JFK #2, P&G.
April 12: 9-10 p.m.
Bob Hope Buick Show, Buick.
April 13: 4-5 p.m.
Purex Specials for Women, Purex.
April 14: 9-10 p.m.
Bell Telephone Hour, AT&T.
April 16: 5-6 p.m.
Omnibus, Aluminium.
April 16: 10-11 p.m.
NBC White Paper #5, Timex ½.
April 18: 10-11 p.m.
Cry Vengeance, Purex.
April 21: 9-10 p.m.
Sing Along With Mitch, Ballantine.
April 22: 9:30-10 p.m.
Equitable's Our American Heritage, Equitable.
April 25: 10-11 p.m.
Dean Martin Show, sust.
April 28: 10-11 p.m.
Jane Powell Show, Pepsi Cola.
May 5: 8:30-10 p.m.
Hallmark Hall of Fame, Hallmark.
May 7: 5-6 p.m.
Las Vegas Golf, Kemper, Wilson.
May 9: 10-11 p.m.
The Chet Huntley Special, sust.
May 13: 8:30-9:30 p.m.
Bob Hope Buick Show, Buick.
May 13: 9:30-10 p.m.
Equitable's Our American Heritage, Equitable.
May 16: 10-11:30 p.m.
Emmy Awards, P&G.
May 23: 10-11 p.m.
NBC White Paper #6, Timex ½.
May 30: 10-11 p.m.
The Peculiar People, Purex.
June 6: 10-11 p.m.
Summer on Ice, Brewer's Foundation.
June 13: 10-11 p.m.
TV Guide Awards, Lever.
June 20: 10-11 p.m.
JFK #3, Lever.
June 27: 10-11 p.m.
Dr. B, Merck, Sharp & Dohme.

Price Is Right, Lever.

9-10 p.m.

ABC-TV *Hawaiian Eye*, Whitehall, American Chicle, Beecham, Carter, Lever, P. Lorillard, Corn Products.
CBS-TV 9-9:30 *Angel*, S. C. Johnson, Gen. Foods; 9:30-10 *I've Got a Secret*, R. J. Reynolds, Bristol-Myers.
NBC-TV *Perry Como Show*, Kraft.

10-11 p.m.

ABC-TV *Naked City*, Amer. Chicle, Brown & Williamson, Bristol-Myers, Derby, Warner-Lambert, Ludens, DuPont, Haggar Slacks.
CBS-TV *U. S. Steel Hour-Circle Theatre*, U. S. Steel alt. with Armstrong Cork.
NBC-TV 10-10:30 *Peter Loves Mary*, P&G; 10:30-11 No network service.

THURSDAY EVENING

7:30-8 p.m.

ABC-TV *Guestward Ho*, Ralston, Seven-Up.
CBS-TV *December Bride*, sust., last program April 20; then 7:30-8:30 *Summer Sports Spectacular*, Schlitz.
NBC-TV 7:30-8:30 *Outlaws*, Warner-Lambert, Beechnut, Colgate, DuPont, Brown & Williamson.

8-9 p.m.

ABC-TV 8-8:30 *Donna Reed Show*, Johnson & Johnson, Campbell Soup; 8:30-9 *Real McCoys*, P&G.
CBS-TV 8-8:30 *Sports*, cont.; 8:30-9 *Zane Grey*, S. C. Johnson, P. Lorillard.
NBC-TV 8-8:30 *Outlaws*, cont.; 8:30-9 *Bat Masterson*, Sealtest.

9-10 p.m.

ABC-TV 9-9:30 *My Three Sons*, Chevrolet; 9:30-10:30 *The Untouchables*, L&M, Armour, Whitehall, Beecham, Corn Products.
CBS-TV *Gunslinger*, R. J. Reynolds, Gillette.
NBC-TV 9-9:30 *Bachelor Father*, American Tobacco, American Home; 9:30-10 *The Ford Show*, Ford.

10-11 p.m.

ABC-TV 10-10:30 *The Untouchables*, cont.; 10:30-11 *Silents, Please*, Dutch Masters, Campbell, Quaker.
CBS-TV *Face the Nation* and *CBS Reports*, alt., sust.
NBC-TV 10-10:30 *The Groucho Show*, Block Drugs, Toni; 10:30-11 No network service.

FRIDAY EVENING

7:30-8 p.m.

ABC-TV *Matty's Funday Funnies*, Mattel.
CBS-TV 7:30-8:30 *Rawhide*, Nabisco, Parliament, Gen. Foods, Drackett, Bristol-Myers.
NBC-TV *Happy*, DuPont, Brown & Williamson.

8-9 p.m.

ABC-TV 8-8:30 *Harrigan & Son*, Reynolds Metals; 8:30-9 *Flintstones*, Miles, R. J. Reynolds.
CBS-TV 8-8:30 *Rawhide*, cont.; 8:30-9:30 *Route 66*, Philip Morris, Sterling Drug, Chevrolet.
NBC-TV 8-8:30 *Five-Star Jubilee*, Massey-Ferguson, (starting May 12: *Whispering Smith*); 8:30-9 *Westinghouse Playhouse*, Westinghouse, (starting May 12 *Five Star Jubilee*, Massey-Ferguson).

9-10 p.m.

ABC-TV 77 *Sunset Strip*, American Chicle, Whitehall, Beecham, R. J. Reynolds.
CBS-TV 9-9:30 *Route 66*, cont.; 9:30-10 *Way Out*, L&M.
NBC-TV *Bell Telephone Hour*, alt. weeks, AT&T; starting May 12: 9-9:30 *Lawless Years*, Brown & Williamson, Alberto-Culver; 9:30-10 *Westinghouse Playhouse*, Westinghouse.

10-11 p.m.

ABC-TV 10-10:30 *Robert Taylor in the Detectives*, P&G; 10:30-11 *Law & Mr. Jones*, P&G, Simoniz, P. Lorillard.
CBS-TV 10-10:30 *Twilight Zone*, Colgate; 10:30-11 *Eyewitness to History*, Firestone.
NBC-TV *Michael Shayne*, P. Lorillard, Dow, Oldsmobile.

SATURDAY MORN. & AFTERNOON

10-11 a.m.

ABC-TV No network service.
CBS-TV *Captain Kangaroo*, part., ends April 8, then 9:30-10:30 *Captain Kangaroo;* 10:30-11 *Mighty Mouse Playhouse*, Colgate.
NBC-TV 10-10:30 *Shari Lewis Show*, National Biscuit, Remco, American Doll & Toy; 10:30-11 *King Leonardo & His Short Subjects*, Gen. Mills, Sweets.

11 a.m.-noon

ABC-TV 11-11:30 No network service; 11:30-12 TBA.
CBS-TV 11-11:30 *Magic Land of Allakazam*, Kellogg; 11:30-12 *Roy Rogers Show*, Nestle Co.
NBC-TV 11-11:30 *Fury*, Miles, Nabisco, Sweets; 11:30-12 *Lone Ranger*, Gen. Mills.

Noon-1 p.m.

ABC-TV 12-12:30 No network service; 12:30-1 *Pip the Piper*, Gen. Mills.
CBS-TV 12-12:30 *Sky King*, Nabisco; 12:30-1 *Saturday News with Robert Trout*, sust.
NBC-TV 12-12:30 *My True Story*, Glenbrook, Dow, Simoniz; 12:30-1 *Detective's Diary*, Glenbrook, Simoniz.

1-2 p.m.

ABC-TV No network service.
CBS-TV 1-1:30 *Robert Trout & The News*, sust. After April 15 No network service; 1:30-2 No network service.
NBC-TV 1-1:30 *Mr. Wizard*, sust.; 1:30-2 No network service.

2-5 p.m.

ABC-TV No network service.
CBS-TV *Baseball Game of the Week*, starts April 15, part.
NBC-TV *Major League Baseball*, various regional.

5-7:30 p.m.

ABC-TV 5-6 *All Star Golf*, Reynolds Metals, Armour ends April 22; 6-7:30 No network service.
CBS-TV No network service.
NBC-TV 5-5:30 *Bowling Stars*, Gen. Mills starts April 8; 5:30-6 *Captain Gallant*, Gen. Mills, starts April 8; 6-7:30 No network service.

SATURDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8:30 *Roaring Twenties*, Warner-Lambert, Gillette, Simoniz, Mennen, Derby.
CBS-TV 7:30-8:30 *Perry Mason*, Parliament, Colgate, Sterling Drug, Drackett, Moores.
NBC-TV 7:30-8:30 *Bonanza*, American Tobacco, RCA.

8-9 p.m.

ABC-TV 8-8:30 *Roaring Twenties*, cont.; 8:30-9 *Leave It to Beaver*, Ralston, Colgate.
CBS-TV 8-8:30 *Perry Mason*, cont.; 8:30-9:30 *Checkmate*, Brown & Williamson, Lever, Kimberly Clark.
NBC-TV 8-8:30 *Bonanza*, cont.; 8:30-9 *Tall Man*, R. J. Reynolds, Block Drug.

9-10 p.m.

ABC-TV *Lawrence Welk*, Dodge, J. B. Williams.
CBS-TV 9-9:30 *Checkmate*, cont.; 9:30-10 *Have Gun, Will Travel*, Lever, Whitehall.
NBC-TV 9-9:30 *Deputy*, Gen. Cigar, Bristol-Myers; 9:30-10:30 *The Nation's Future*, sust.

10-11 p.m.

ABC-TV 10-10:45 *Fight of the Week*, Gillette, Miles; 10:45-11 *Make That Spare*, Brown & Williamson, Gillette.
CBS-TV 10-10:30 *Gunsmoke*, L&M, Remington Rand; 10:30-11 No network service.
NBC-TV 10-10:30 *The Nation's Future*, cont.; 10:30-11 No network service.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING: March 23 through March 29. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—Special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

Existing tv stations

CALL LETTERS ASSIGNED

KYMA (TV) Flagstaff, Ariz.—Coconino Telecasters Inc.

KLMC-TV Lamar, Colo.—Televents Inc.

KWHT-TV Goodland, Kans. — Standard Electronics Corp. Changed from KBLR-TV.

KWBC-TV Gallup, N. M.—Televents Inc.

KOXO (TV) Portland, Ore.—Fisher Bcstg. Co.

WAND-TV Pittsburgh, Pa.—Agnes J. R. Greer. Changed from WKFJ-TV.

WSVI (TV) Christiansted, V. I.—Supreme Bcstg. Co. of Puerto Rico.

New am stations

ACTIONS BY FCC

Marianna, Ark.—Lee Bcstg. Co. Granted 1460 kc. 500 w., DA, D. P.O. address Clyde Andrews, Wiley Bldg., Marianna, Ark. Estimated construction cost $20,636, first year operating cost $26,538, revenue $36,000. Principals are **Ross A. Hayes, 25%, Lon Mann, Clyde S. Andrews, W. H. Gerrard** and **Emerson Newbern,** each 18.75%. Mr. Hayes is in cotton ginning. Mr. Mann is farmer. Mr. Andrews is CPA. Mr. Gerrard is farmer. Mr. Newbern is cotton broker. Action March 29.

Hillsville, Va.—Carroll Bcstg. Co. Granted 1400 kc. 250 w. P.O. address c/o Rush L. Akers, Box 248 Hillsville, Va. Estimated construction cost $5,200, first year operating cost $20,871, revenue $31,234. Applicants are **Dale W. Gallimore** and **Rush L. Akers,** equal partners. Mr. Gallimore was formerly employed by WPAQ Mt. Airy, N. C. Mr. Akers formerly was in automobile agency business; engineering condition and program tests not to be authorized until permittee has submitted evidence to show that Mr. Gallimore has severed all connection with WPAQ. Chmn. Minow and Comr. Ford dissented. Action March 29.

APPLICATIONS

Vandalia, Ill. Peter-Mark Bcstg. Co.—1500 kc, 250 w. P.O. address 216 Ferguson St., Jerseyville, Ill. Estimated construction cost $13,685.63, first year operating cost $36,000, revenue $48,000. **Wilbur J. Meyer,** sole owner, is majority stockholder of WJBM Jerseyville, Ill. Ann. March 29.

Existing am stations

ACTIONS BY FCC

KRXK Rexburg, Idaho—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Chrm. Minow not participating. Ann. March 29.

KSIG Crowley, La.—Granted increased daytime power on 1450 kc from 250 w to 1 kw; continued nighttime operation with 250 w; remote control permitted; engineering conditions. Ann. March 29.

KNOC Natchitoches, La. — Granted increased daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering conditions. Comr. Ford dissented. Ann. March 29.

KWRE Warrenton, Mo.—Granted increased power on 730 kc, D, from 500 w to 1 kw; engineering conditions. Ann. March 29.

WGBG Greensboro, N. C.—Granted increased daytime power on 1400 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering conditions. Ann. March 29.

WSIC Statesville, N. C.—Granted increased daytime power on 1400 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Chrm. Minow not participating. Ann. March 29.

KMHT Marshall, Tex.—Granted increased daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering conditions. Chrm. Minow not participating; Comr. Bartley dissented. Ann. March 29.

WRON Ronceverte, W. Va.—Granted increased daytime power on 1400 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Ann. March 29.

WLOG Logan, W. Va.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering condition. Ann. March 29.

APPLICATIONS

WMSL Decatur, Ala.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1400kc) Ann. March 24.

KIBE Palo Alto, Calif.—Cp to increase power from 1 kw to 5 kw and install new trans. (1350kc) Ann. March 29.

WDBF Delray Beach, Fla.—Cp to change hours of operation from D to U using power of 500 w, 5 kw-LS and employing DA-N and D (DA-2). (1420kc) Ann. March 24.

KAYS Hays, Kans—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1400kc) Ann. March 24.

KRTN Raton, N. M.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1490kc) Ann. March 24.

WDOE Dunkirk, N. Y.—Mod. of license to change station location from Dunkirk, New York to Dunkirk-Fredonia, New York. (1410-kc) Ann. March 29.

WFLS Fredericksburg, Va.—Cp to increase power from 500 w to 1 kw and make changes in ant. system (increase height). (1350kc) Ann. March 24.

WLPM Suffolk, Va.—Cp to increase daytime power from 1 kw to 5 kw, install new trans. and change from employing DA-N only to DA-2. (1460kc) Ann. March 29.

WPDR Portage, Wis.—Cp to increase power from 1 kw to 5 kw, install new trans. and DA-D. Ann. March 29.

WRIG Wausau, Wis.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1400kc) Ann. March 24.

CALL LETTERS ASSIGNED

KATO Safford, Ariz.—Willard Shoecraft.

KVEE Conway, Ark.—Central Ark. Bcstrs.

KLIP Fowler, Calif.—Morris Mandel.

WSWN Belle Glade, Fla.—Seminole Bcstg. Co. Changed from WEAS.

WYNZ Windermere, Fla. — Windermere Radio Co.

WEAS Savannah, Ga.—WJIV Inc. Changed from WJIV.

KFLI Mountain Home, Idaho.—Northwest Bcstrs. Inc.

WMLO Beverly, Mass.—United Bcstg. Co.

KESM El Dorado Springs, Mo. — Paul Vaughn.

KVEG Las Vegas, Nev.—Las Vegas Electronics.

WCNS Canton, Ohio—Dover Bcstg. Co. Changed from WAND.

KMAD Madill, Okla.—Herbert J. Pate.

WJES Johnston, S. C.—Edgefield-Saluda Radio Co.

KBBZ Laramie, Wyo.—Laramie Bcstrs. Changed from KLME.

New fm stations

ACTIONS BY FCC

Ridgecrest, Calif. — Ridgecrest Bcstg. Co. Granted 105.5 mc, 432 w. Ant. height above average terrain —264 ft. P.O. address P.O. Box 696. Estimated construction cost $5,681, first year operating cost $2,000, revenue $3,200. **Israel Sinofsky,** sole owner, is manager, owner and chief engineer of KRKS Ridgecrest. Action March 29.

Poughkeepsie, N. Y.—Hudson Valley Bcstg. Corp. Granted 101.5 mc, 4.4 kw. Ant. height above average terrain 850 ft. P.O. address P.O. Box 410. Estimated construction cost $13,634. Fm applicant will duplicate WEOK Poughkeepsie. Action March 29.

APPLICATIONS

Palo Alto, Calif. Golden Bay Bcstg. Co.—95.3 mc, 860 k. Ant. height above average terrain —139.1 ft. P.O. address 555 La Sierra Drive, Sacramento, Calif. Estimated construction cost $6,350, first year operating cost $13,200, revenue $36,000. Principals are **John Paul Breznik** (33⅓%), **Robert E. Stofan** (33⅓%), and **William Wentworth Auxier** (33⅓%). All three are officers of KSFM (FM) Sacramento. Ann. March 28.

Mount Pleasant, Mich. Paul A. Brandt.—94.5 mc, 16.1 kw. Ant. height above average terrain 237 ft. P.O. address Maple St. Estimated construction cost $14,300, first year operating cost $3,000, revenue $2,000. Mr. Brandt is licensee of WCEN Mt. Pleasant, and WBFC Fremont, both Michigan. Ann. March 24.

Fredericksburg, Va. Star Bcstg. Corp. 93.3 mc. 41.5 kw. Ant. height above average terrain 333 ft. P.O. address 305 William St. Estimated construction cost $30,052.50, first year operating cost $8,000, revenue $10,000. Star Bcstg. is owned by Free Lance-Star Publishing Co., Fredericksburg, whose principals include **Charles S. Rowe** (38%) and his brother **Josiah P. Rowe III** (43%). Star Bcstg. owns WFLS Fredericksburg. Ann. March 24.

Existing fm stations

ACTIONS BY FCC

KBIQ (FM) Los Angeles, Calif.—Granted mod. of license to change station and main studio location to Avalon, Calif. Ann. March 29.

EDWIN TORNBERG
& COMPANY, INC.
NEGOTIATORS FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS
EVALUATIONS
FINANCIAL ADVISERS
NEW YORK
60 East 42nd Street
MUrray Hill 7-4242
WEST COAST
860 Jewell Avenue
Pacific Grove, California
FRontier 2-7475
WASHINGTON
1625 Eye Street, N.W.
District 7-8531

CALL LETTERS ASSIGNED

WKUL-FM Cullman, Ala.—Cullman Bcstg. Co.
WARF-FM Jasper, Ala.—Walker County Bcstg. Co.
WAJM (FM) Montgomery, Ala.—Advertiser Co.
WGNB (FM) Gulfport, Fla.—World Christian Radio Foundation Inc.
WVKC (FM) Galesburg, Ill.—Knox College.
WBEL-FM South Beloit, Ill.—Beloit Bcstrs. Inc.
KWBB-FM Wichita, Kansas—Wichita Beacon Bcstg. Co.
WVCA-FM Gloucester, Mass. — Simon Geller.
WVGR (FM) Grand Rapids, Mich.—Regents of U. of Mich.
WDCX (FM) Buffalo, N. Y.—Donald B. Crawford.
WXEN-FM Cleveland, Ohio—Tuschman Bcstg. Co. Changed from WABQ-FM.
WZAK (FM) Cleveland, Ohio—Ohio Music Corp.
WSBA-FM York, Pa.—Susquehanna Bcstg. Co.
KXOL-FM Fort Worth, Tex.—KWOL Inc.
KGTS (FM) College Place, Wash.—Walla Walla College.

Ownership changes

ACTIONS BY FCC

KSDA Redding, Calif.—Granted (1) renewal of license and (2) transfer of control from **Wilford B. Moench** to **J. L. Carpenter, J. R. Short and R. E. Welch**; consideration $59,500 for 100% by Mr. Welch who will issue 39% of stock to Mr. Carpenter and 10% to Mr. Short for which they have agreed to give five years of service. Ann. March 29.

KMLB-AM-FM Monroe, La.—Granted assignment of licenses to **KMLB Inc.** (**Leon S. Walton**, president, owns KOPY Alice, Tex., WNOO Chattanooga, Tenn., and has interest in KJET Beaumont, Tex.); consideration $140,000. Ann. March 29.

WBEC Pittsfield, Mass.—Granted assignment of license to **WBEC Inc.** (**Richard S. Jackson, Henry Hovland** and **Henry W. Steingarten**); consideration $195,000. Ann. March 29.

WGUS North Augusta, S. C.—Granted transfer of control from **Henderson Belk** to **Martha White Mills Inc., H. C. Young Jr.** (has interest in WENO Madison, Tenn., and WYAM Bessemer, Ala.), and **Jerome Glaser** (has interest in WYAM); consideration $53,111. Martha White Mills Inc. will own 90% of stock. Ann. March 29.

WEMB Erwin, Tenn.—Granted assignment of license from **Max M. Blakemore** to **WEMB Inc.** (V. F. Jackson, president); consideration $55,000. Ann. March 29.

KVOS-TV Bellingham, Wash.—Granted assignment of licenses (1) to **Rogan** and **C. W. Jones, Ernest E. Harper, Joseph Bloom** and **David Mintz**, individual stockholders of assignor, in exchange for surrender of part of their stockholdings and (2) from Jones et. al., to **KVOS Tv Corp.** for $3,000,000. Sole stockholder of KVOS Tv Corp. is Wometco Enterprises Inc., licensee of WTVJ (TV), Miami, Fla., and interest in WFGA-TV Jacksonville, Fla., and WLOS-AM-FM-TV Asheville, N. C. Comr. Bartley dissented. Ann. March 29.

WHMS Charleston, W. Va.—Granted assignment of license to **Edgar L. Clinton**; consideration $95,000 and agreement not to compete for 5 years within 50 mile radius of Charleston. Chmn. Minow not participating. Ann. March 25.

WSAZ-AM-TV Huntington, W. Va.—Granted transfer of control from **Huntington Publishing Co.** to **WJR Inc.** (WJR-AM-FM Detroit, and WJRT [TV] Flint, Mich.); consideration $5,471,862 for 89% interest. Ann. March 29.

APPLICATIONS

WHYS Ocala, Fla.—Seeks assignment of license from **Associated Bcstrs. Inc.** to **Robert L. Gilliam** for $75,000. Mr. Gilliam is in investment business in Ocala. Ann. March 24.

WALG Albany, Ga.—Seeks transfer of control from **James S. Ayers** to **Allen M. Woodall**. Consideration $23,000. Mr. Woodall has interests in WDAX McRae, Ga., WAYX Waycross, Ga., WMOG Brunswick, Ga., WDAK Columbus, Ga. He is also in real estate and in corporations operating Howard Johnson restaurants. Ann. March 28.

WGTA Summerville, Ga.—Seeks assignment of license from **J. Bradley Haynes**, temporary receiver of **Tri-State Bcstg. Co.**, to Tri-State Bcstg. Co. Principal is **William B. Farrar** (100%). Mr. Farrar paid $60,600 for all stock in competition with former coowner **E. C. Pesterfield** at public auction. Ann. March 28.

KWEI Weiser, Idaho—Seeks assignment of license from **Inland Broadcast Co.** to **Oxbow Broadcast Co.** for $50,000 plus exchange of stock. Principals are **Mervin V. Ling** (52%) and **Edwin C. Miller** (47.8%). Mr. Ling has controlling interests in KAYT Rupert, Idaho, and KACI The Dalles, Ore. Ann. March 28.

KAGE Winona, Minn.—Seeks transfer of control from **Mr. and Mrs. Albert S. Tedesco** to **James B. Goetz** (50%), **Merlin J. Meythaler** (25%), and **Rex N. Eyler** (25%). Consideration $105,000. Mr. Goetz owns gas station. Mr. Meythaler has interests in KMAQ Maquokita, Iowa, and WFAW-FM Atkinson, Wis. Mr. Eyler has no other business interests. Ann. March 28.

KTOO Henderson, Nev.—Seeks assignment of license from **Advertising Dynamics Corp.** to **KTOO Bcstg. Co.** for $110,000. Principals are **Henry V. Crosby** (50%), **Harold Newman** (16⅔%), **Reginald P. Newmann** (16⅔%), and **Samuel Komsky** (16⅔%). Mr. Crosby is in wholesale drugs. Newman brothers own iron and metal business. Mr. Komsky has interest in accounting firm. Ann. March 29.

WEEW Washington, N. C.—Seeks assignment of permit from **WOOW Inc.** to **WEEW Inc.** in stock exchange and for assumption of $12,500 debt of WOOW. Principals are **James B. Newman** (30.19%), **Mary L. Stiles** (45.28%) and **WOOW** (24.53% on consummation of transfer). Mr. Newman is announcer for WOOW. Mrs. Stiles is officer of WOOW. President of WOOW, John P. Gallagher will be president of WEEW. He owns 79.8% of WOOW and has interests in KARA Albuquerque, N. M.; KDUB-AM-TV Lubbock, KPAR-TV Sweetwater, and KEDY-TV Big Spring, all Texas. Ann. March 24.

WOHI-AM-FM East Liverpool, Ohio—Seeks assignment of license from **East Liverpool Bcstg. Co.** to **Constrander Corp.** No consideration is involved; East Liverpool Bcstg. is wholly owned by Constrander. Principals are **Joseph D. Coons** (60%), **David E. Kurland** (15%), **Norman L. Mauser** (15%) and **Charles E. Stuart** (10%). They have no other business interests. Ann. March 24.

KBOY-AM-FM Medford, Ore.—Seeks assignment of licenses from **KBOY Bcstrs.** to **KBOY Bcstrs. Inc.** No consideration involved. Principals are **Mr. and Mrs. Kenneth R. Card** (99%). They have no other broadcast interests. Ann. March 28.

KINT El Paso, Tex.—Seeks transfer of control from **Odis L. Echols Jr.** to **G. E. Miller and Co.** Consideration $12,000. Principal stockholder is **Giles E. Miller** (34.2%). He has interests in KBUY Amarillo, Tex., and KOKE Austin, Tex. Ann. March 24.

WCMS Norfolk, Va.—Seeks transfer of control from **Cy Blumenthal** to **George A. Crump.** Consideration $40,500. Mr. Crump is general manager of WAVA-AM-FM Arlington, Va. Ann. March 24.

WLOW Portsmouth, Va.—Seeks transfer of control from **John Quincy, Arthur E. Haley, Richard Maguire,** and **J. Joseph Maloney Jr.** to **Providence Radio Inc.** Consideration $175,500. Providence Radio is 73.9% owned by Akron Bcstg. Corp. Principals of Akron are **Edwin Elliot** (58%) and his son **Edwin T. Elliot** (40.4%). Providence Radio is licensee of WICE Providence, R. I., and WKJD (FM) Warwick, R. I. Ann. March 29.

Hearing cases

FINAL DECISIONS

■ By memorandum opinion and order commission granted petition for reconsideration by Triangle Publications Inc., severed from consolidated proceeding and granted its application to increase daytime power of station WNHC New Haven, Conn., from 250 w to 1 kw, continued operation on 1340 kc, 250 w-N, conditioned to accepting such interference as may be imposed by (1) other existing class IV stations in event they are subsequently authorized to increase power to 1 kw, and (2) WNLK, Norwalk, in event of grant of its application to increase daytime power, and without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with Section 317 of Communications Act. Ann. March 23.

■ Commission gives notice that Jan. 30 initial decision to grant application of S & S Bcstg. Co. to change operation of WTAQ La Grange, Ill., on 1300 kc from 500 w, DA-N, U, to 500 w-N, 1 kw-LS, DA-2, became effective March 21. Ann. March 23.

■ Commission gives notice that Jan. 31 initial decision to grant application of Northside Bcstg. Co. for new am station to operate on 1450 kc, 250 w, U, in Jeffersonville, Ind., conditioned that permittee shall submit prior to authorization of program tests complete non-directional proof of performance to establish that radiation has been limited to substantially 75 mv/m for power of 250 watts, as proposed, became effective March 22. Ann. March 23.

■ By memorandum opinion and order, commission granted joint petition for reconsideration and granted without hearing applications of WSTV Inc. to increase daytime power of station WBOY Clarksburg, W. Va., from 250 w to 1 kw, continued operation on 1400 kc, 250 w-N, and Community Radio Inc. for new station to operate on 1400 kc, 250 w-N, 1 kw-LS, in Spencer, W. Va., each conditioned to accepting such interference as may be imposed by other existing 250 w class IV stations in event they are subsequently authorized to increase power to 1 kw. Ann. March 29.

■ By memorandum opinion and order, commission granted petition for reconsideration by Friendly Bcstg. Co., and granted its application to increase daytime power of WJMO Cleveland Heights, Ohio, from 250 w to 1 kw, continued operation on 1490 kc, 250 w-N, engineering condition and subject to accepting such interference as may be imposed by other existing 250 w class IV stations in event they are subsequently authorized to increase power to 1 kw. Ann. March 29.

■ By memorandum opinion and order, commisison granted joint petition of following applicants for reconsideration, severed from consolidated proceeding, and granted applications of Donald M. Donze for new am station to operate on 1400 kc, 250 w, U, in Festus, Mo., KSIM Sikeston, Mo., WDWS Champaign, Ill., WEOA Evansville, Ind., and KFRU Columbia, Mo., to increase daytime power from 250 w to 1 kw, continued operation on 1400 kc, 250 w-N, and WFIW Fairfield, Ill., to increase power from 500 w to 1 kw, continued operation on 1390 kc, D; each conditioned to accepting such interference as may be imposed by other existing 250 w class IV stations in event they are subsequently authorized to increase power to 1 kw. Comr. Ford dissented, with statement, in which Chmn. Minow joined; Comr. Bartley dissented. Ann. March 29.

■ By memorandum opinion and order, commission granted joint petition for reconsideration by KWYN Wynne, Ark., KCLA Pine Bluff, Ark., and KELD El Dorado, Ark., severed from consolidated proceeding and granted their applications to increase daytime power from

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250 w to 1 kw, continued operation on 1400 kc, 250 w-N, each conditioned to accepting such interference as may be imposed by other existing 250 w class IV stations in event they are subsequently authorized to increase power to 1 kw. Comr. Ford dissented. Ann. March 29.

INITIAL DECISIONS

■ Hearing examiner H. Gifford Irion issued initial decision looking toward granting application of Radio Medford Inc. for new tv station to operate on ch. 10 in Medford, Ore. Ann. March 29.

■ Hearing examiner Millard F. French issued initial decision looking toward denying application of Northeast Radio Inc. to increase power of WCAP Lowell, Mass., from 1 kw to 5 kw, continued operation on 980 kc, D. Ann. March 29.

■ Hearing examiner Herbert Sharfman issued initial decision looking toward granting application of Pier San Inc. for new am station to operate on 1290 kc, 500 w, D, in Larned, Kans., and denying applications of Francis C. Morgan Jr. for same facilities in Larned and Wilmer E. Huffman for new station in Pratt, Kans., to operate on 1290 kc, 5 kw-D, 500 w-N, DA-2. Ann. March 29.

■ Hearing examiner Walther W. Guenther issued initial decision looking toward granting application of Peoples Bcstg. Corp. for new class B fm station to operate on 94.5 mc; ERP 20 kw; ant. height 238 ft.; engineering conditions. Ann. March 29.

OTHER ACTIONS

Kenneth G. and Misha S. Prather, Boulder, Colo.; KDEN Denver, Colo.—Designated for consolidated hearing applications of Prather for new am station to operate on 1360 kc, 500 w, DA, D, and KDEN to increase daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w; made KDEN party with respect to its existing operations and KGHF Pueblo, Colo., party to proceeding. Ann. March 29.

■ By memorandum opinion and order, commission denied petition by Howard C. Gilreath, tr/as Radio Metter, for reconsideration of condition attached to Jan. 25 grant of his application for new am station (WMAC) to operate on 1360 kc, 500 w, D, in Metter, Ga., which stipulated that program tests not be authorized until Gilreath has submitted proof to show that he has severed all connections with station WVOP Vidalia, Ga. Ann. March 29.

Sands Bcstg. Corp., WIFE Corp., Hoosier Bcstg. Corp., Independent Indianapolis Bcstg. Corp., Indianapolis, Ind.—Designated for consolidated hearing applications for new am stations to operate daytime only on 1150 kc, 1 kw, DA. Ann. March 29.

WHOW Clinton; Loves Park Bcstg. Co., Loves Park; Lake Zurich Bcstg. Co., Lake Zurich; WWGE Wheaton; Radio Joliet, Joliet, all Ill.—Designated for consolidated hearing application of WHOW to increase daytime power on 1520 kc from 1 kw to 5 kw with 1 kw during critical hours, and remaining applications for new am stations—Loves Park to operate on 1520 kc, 500 w, D, Lake Zurich on 1520 kc, 1 kw, D, WWGE on 1520 kc, 1 kw, DA, D, and Radio Joliet on 1510 kc, 500 w, D; made KOMA Oklahoma City, Okla.; WKBW Buffalo, N. Y.; WHOW Clinton, Ill.; WAUX Waukesha, Wis.; and WOPA Oak Park, Ill., parties to proceeding with respect to their existing operations, and WOPA party with respect to its application to increase power from 250 w to 1 kw.

Vernon E. Pressley, Canton, N. C.; WTCW Whitesburg, Ky.; B. E. Bryant, Asheville, N. C.—Designated for consolidated hearing applications of Pressley and Bryant for new am stations to operate on 920 kc—Pressley with 500 w, D, and Bryant with 1 kw, DA, D, and WTCW to increase power on 920 kc, D, from 1 kw to 5 kw; made WLIV, Livingston and WJCW, Johnson City, both Tenn., parties to proceeding. Ann. March 25.

Coast Bcstg. Co., Georgetown, S. C.; WLSC Loris, S. C.; WMYB Myrtle Beach, S. C.; WWOK Charlotte, N. C.—Designated for consolidated hearing applications of Coast for new am station to operate on 1470 kc, 500 w, D, WLSC to change frequency from 1570 kc to 1480 kc, continued operation with 1 kw, D, WMYB to change facilities from 1450 kc, 250 w, U, to 1480 kc, 1 kw-N, 5 kw-LS, DA-N, and WWOK, on 1480 kc, to change from 1 kw, D, to 5 kw, U, DA-2. Ann. March 29.

■ By memorandum opinion and order in remand proceeding on applications of Young People's Church of Air Inc., and WJMJ Bcstg. Corp. for new class B fm stations in Philadelphia, Pa., commission (1) denied petition for reconsideration of WJMJ application; (2) granted in part petition by Young People's insofar as accepting amendments to show certain steps taken to replace the participation of Dr. Percy Crawford (deceased) and addition of Robert Anderson as general manager and program director in place of Dr. Crawford; and (3) afforded 30 days from release of memorandum opinion for filing of any stipulation covering matters discussed in memorandum opinion, to be signed by counsel for both applicants and for Broadcast Bureau, and ordered that in event no such stipulation is timely filed commission will issue appropriate order remanding proceeding to hearing examiner. (On May 11, 1960 commission granted application of Young People's and denied WJMJ, and on Nov. 18, 1960, pursuant to motion filed by WJMJ, Court of Appeals remanded case to commission "in order that commission may determine effect of death of Dr. Percy Crawford upon its decision in this case." Chrm. Minow not participating; Comr. Lee dissented with statement, in which Comr. Craven concurred. Ann. March 29.

■ By three separate memorandum opinions and orders in proceeding on applications of Queen City Bcstg. Co. and Val Verde Bcstg. Co. for new am stations in Del Rio, Tex., commission: (1) denied petition by KDLK Del Rio, party to proceeding, to dismiss Queen City application or postpone the proceedings; Chrm. Minow not participating; (2) granted Queen City petition to the extent of enlarging issues to determine whether application of Val Verde was filed in good faith, or was filed solely or in part to strike or block Queen City application; Chrm. Minow not particapating; Comrs. Lee and Craven concurred but would add issue on misrepresentation; Comr. Cross dissented; and (3) denied KDLK petition to enlarge issues as to Queen City's financial qualifications and as to whether Del Rio can support additional station. Ann. March 25.

■ By order, commission granted petition by Broadcast Bureau and made Federal Aviation Agency and Navy parties to proceeding on applications of Coastal Television Co. for new tv station to operate on ch. 12 in New Orleans, La., and Supreme Bcstg. Co. Inc. for mod. of cp of WVUE-TV New Orleans to operate on ch. 20 instead of ch. 20. One of issues in proceeding involves possible hazards to air navigation. Ann. March 25.

■ By memorandum opinion and order, commission struck petition by protestant Aztec Community TV Inc. for reconsideration of that portion of Dec. 29, 1960 memorandum opinion and order which permitted Bloomfield Non-Profit Tv Assn. to continue operation of three vhf tv relay broadcaster stations on chs. 2, 6 and 30 to serve Bloomfield, N. M., pending decision after protest hearing on its applications for temporary authority; reaffirmed Dec. 29 memorandum opinion but, on commission's own motion, substituted language in paragraph 6 thereof to read "In view of foregoing, in accordance with provisions of sect. 309 of Communications Act of 1934, as amended, above-captioned applications are designated for hearing on following issues." Aztec's petition contained scandalous material, and if attorney who is counsel for petitioner again files pleadings containing such material in this or any other proceeding before Commission, specific measures will be considered to prevent any further repetition. Chrm. Minow not participating; Comrs. Hyde and Bartley abstained from voting. Ann. March 25.

■ By memorandum opinion and order, commission denied joint petition for reconsideration, severance and grant of applications of Robert F. Neathery for new am station to operate on 1450 kc, 250 w, U, in Fredericktown, Mo., and Paducah Bcstg. Co., to increase daytime power of station WPAD Paducah, Ky., from 250 w to 1 kw, continued operation on 1450 kc, 250 w-N. Comr. Ford concurred, with statement, in which Chrm. Minow joined. Comr. Cross dissented. Ann. March 29.

Routine roundup

ACTIONS ON MOTIONS
By FCC

■ Commision on March 27 granted petition by committee on education of legislative council of state of Kansas and extended from March 27 to May 25 time to file reply comments in tv rule-making proceeding involving Superior, Kearney, Albion, Nebraska, and others. Ann. March 28.

■ Commission on March 28 granted petition by WROC-TV Rochester, N. Y., to extent of extending from March 31 to April 18 time to file comments and to April 28 for replies in Syracuse and Rochester, N.Y., tv rulemaking proceedings. Ann. March 29.

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By Chairman Newton N. Minow

■ Granted petition by Northwest Broadcasters Inc., and corrected in various respects transcript of oral argument, held March 3, in proceeding on its application and that of Rev. Haldane James Duff for am facilities in Bellevue and Seattle, Wash. Ann. March 27.

By Commissioner John S. Cross

■ Granted petition by Suncoast Cities Bcstg. Corp., and extended to April 20 time to file exceptions to initial decision in Largo, Fla., tv ch. 10 proceeding. Action March 20.

■ Granted petition by WRMN Elgin, Ill., and extended to March 25 time to reply to North Suburban Radio Inc., Highland Park, Ill., opposition to WRMN's motion to clarify or enlarge issues in consolidated am proceeding. Action March 20.

■ Granted joint motion by Creek County Bcstg. Co. and M. W. Cooper and extended to March 29 time to file petition for review of hearing examiner's order, released March 15, denying petition to reopen record in proceeding on their applications for new am stations in Sapulpa and Midwest, Okla. Action March 21.

■ Granted petition by Des Plaines-Arlington Bcstg. Co. and extended to April 10 time to file exceptions to initial decision in proceeding on its application for am facilities in Des Plaines, Ill. Action March 27.

■ Granted petition by Broadcast Bureau and extended to April 3 time to respond to petition to enlarge issues in San Angelo, Tex., tv ch. 3 proceeding. Action March 28.

■ Granted petition by Broadcast Bureau and extended to April 20 time to file exceptions to initial decision in proceeding on applications of WBUD Inc. and Concert Network Inc. for new fm stations in Trenton, N. J. Action March 28.

By Chief Hearing Examiner James D. Cunningham

■ Scheduled hearings in following proceedings on dates shown: May 1: am applications of Olean Bcstg. Corp. and WIRY Inc., Plattsburg and Lake Placid, N. Y.; May 8: fm applications of Lorenzo W. Milam and L. N. Ostrander and G. A. Wilson d/b as Eastside Bcstg. Co., Seattle, Wash.; May 9: On applications of Palmetto Bcstg. Co. for renewal of license of station WDKD Kingstree, S. C., and for license to cover cp; May 10: am applications of KGFJ and Sun State Bcstg. System Inc., Los Angeles and San Fernando, Calif.; May 15: am applications of George Shane, Victorville, Calif., Bar None Inc., and Independent Bcstg. Co., Dishman and Spokane, Wash.; May 22: In matter of revocation of license of Roger S. Underhill for WIOS Tawas City-East Tawas, Mich.; May 31: am applications of Wagner Bcstg. Co., Woodland, Calif. Ann. March 23.

■ Granted petition by Dornita Investment Corp. to extent that it seeks dismissal of its application but dismissed with prejudice its application for new tv station to operate on ch. 3 in San Angelo, Tex. Ann. March 23.

■ Granted petition by Edward L. Waterman to extent that he seeks dismissal of his application for fm facilities in Park Forest, Ill., but dismissed application with prejudice. Ann. March 23.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING March 30

	ON AIR Lic.	Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,529	34	135	800
FM	792	68	189	119
TV	486[1]	56	83	97

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING March 30

	VHF	UHF	TV
Commercial	464	78	542
Non-commercial	38	17	55

COMMERCIAL STATION BOXSCORE

Compiled by FCC Jan. 31

	AM	FM	TV
Licensed (all on air)	3,522	758	486[1]
Cps on air (new stations)	30	71	54
Cps not on air (new stations)	128	204	83
Total authorized stations	3,680	1,033	635
Applications for new stations (not in hearing)	622	73	29
Applications for new stations (in hearing)	170	28	64
Total applications for new stations	792	101	93
Applications for major changes (not in hearing)	550	45	34
Applications for major changes (in hearing)	256	4	22
Total applications for major changes	806	49	56
Licenses deleted	0	0	0
Cps deleted	0	0	1

[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.

■ Granted joint petition by Hennepin Bcstg. Assoc. and Robert E. Smith, applicants for new am stations to operate on 690 kc, 500 w, D, in Minneapolis, Minn., and River Falls, Wis., approved agreement whereby Hennepin would pay Smith $5,051 for expenses incurred in connection with his application, in return for its dismissal; and dismissed Smith's application with prejudice; granted Hennepin's application for new am station to operate on 690 kc, 500 w, D, DA, and terminated proceeding. Action March 22.

■ Granted petition by WQXR New York, N. Y., for leave to intervene with reference to application of North Penn Bcstg., Quakertown, Pa., in am proceeding. Action March 22.

■ Granted petition by applicant, dismissed application of WLUK-TV Marinette, Wis., and terminated proceedings heretofore ordered on its application. Action March 22.

■ Granted petition by Wilmington Television Co. for dismissal of its application for new tv station to operate on ch. 12 in Wilmington, Del.; dismissed application with prejudice. Action March 23.

■ Ordered that Asher H. Ende, in lieu of David I. Kraushaar, will preside at May 22 hearing in matter of revocation of license of Roger S. Underhill for am station WIOS Tawas City-East Tawas, Mich. Ann. March 27.

■ Granted petition by KWHW Altus, Okla., and accepted its appearance filed late in proceeding on its am application. Ann. March 28.

■ On own motion, scheduled oral argument for March 30 with reference to series of pleadings in proceedings on am applications of John Laurino, Waynesboro, Va. Ann. March 28.

■ Denied petition by applicant for leave to file motion to strike and reply to proposed findings submitted by Broadcast Bureau in proceeding on application of Eleven Ten Bcstg. Corp. for renewal of license of KRLA and aux., Pasadena, Calif., and for license to cover cp. Ann. March 28.

■ Scheduled hearings in following proceedings on dates shown: May 1: In matter of mod. of license of KERO-TV (ch. 10) Bakersfield, Calif.; May 19: am applications of WISV Viroqua, Wis.; June 5: On application for renewal of license of KORD Pasco, Wash. Ann. March 29.

■ Granted joint petition by Norman A. Thomas and Greene County Bcstg. Co. applicants for new am stations to operate on 1450 kc, 250 w, U, in Greeneville, Tenn., approved agreement whereby Greene County would pay Thomas $2,500, in partial payment of out-of-pocket expenses incurred in

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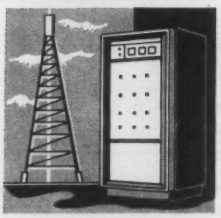

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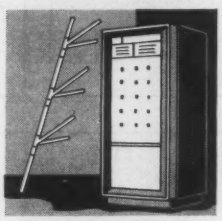

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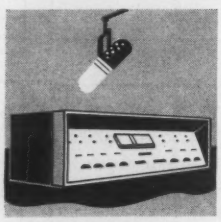

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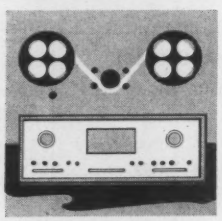

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connection with his application, in return for its withdrawal; granted petition by Thomas for dismissal of his application without prejudice only to extent that it involves dismissal but dismissed application with prejudice; retained Greene application in hearing status and it will be subject of initial decision by presiding hearing examiner. Ann. March 29.

By Hearing Examiner David I. Kraushaar

■ Issued order after March 23 prehearing conference in proceeding on application of High-Fidelity Bcstrs. Corp. for am facilities in Norristown, Pa., scheduled procedural dates which shall govern future conduct of proceeding, and continued April 17 hearing to June 12. Ann. March 23.

■ On own motion, scheduled prehearing conference for April 12 in proceeding on am applications of KSFJ Los Angeles and Sun State Bcstg. System Inc., San Fernando, Calif. Ann. March 27.

■ Granted motion by Rodio Radio and continued April 3 hearing to May 26 in proceeding on its application for new am station in Hammonton, N. J. Ann. March 29.

By Hearing Examiner Forest L. McClenning

■ Upon request by Crittenden County Bcstg. Co., extended from March 20 to March 22 time to file proposed findings and from April 3 to April 5 to file replies in proceedings on its application and that of Newport Bcstg. Co., for am facilities in West Memphis, Ark. Ann. March 24.

■ By order, formalized certain agreements reached at March 16 prehearing conference, scheduled certain procedural dates, and on own motion, continued May 2 hearing to May 16 in proceeding on applications of Gila Bcstg. Co., for renewal of license of KCKY Coolidge, Ariz. Ann. March 27.

By Hearing Examiner Jay A. Kyle

■ Pursuant to March 22 prehearing conference, rescheduled March 30 hearing for May 24, to be held at New Orleans, La., hour and place to be announced in subsequent order, in matter of revocation of license of Leo Joseph Theriot for KLFT Golden Meadow, La. Ann. March 24.

■ Pursuant to March 28 prehearing conference, scheduled further prehearing conference for May 5, and continued April 5 hearing to June 12 in proceeding on am applications of Burlington Bcstg. Co., Burlington, N. J. Ann. March 29.

By Hearing Examiner Annie Neal Huntting

■ Continued March 28 prehearing conference from 10 a.m., to same date at 2 p.m. in proceeding on application of Aspen Bcstg. Co. for new am station in Aspen, Colo. Ann. March 24.

By Hearing Examiner Charles J. Frederick

■ As result of agreements reached at March 16 hearing, severed into two separate proceedings group 3 applicants, first to be Sayger Bcstg. Co., Tiffin, Ohio, and shall include application of Malrite Bcstg. Co., Norwalk, Ohio, and second separate proceeding to be known as WMRC Inc. WBIR Knoxville, Tenn., and shall include applications of WINN Louisville, Ky.; WCPO Cincinnati, Ohio; WSFC Somerset, Ky.; WFTM Maysville, Ky.; WHIZ Zanesville, Ohio; WHBU Anderson, Ind.; and WCOL Columbus, Ohio; ordered that proposed findings of fact for Herman E. Sayger et al. be filed on or before May 4, and replies on or before May 23; and further ordered that proposed findings for WMRC Inc. et al be filed on or before April 28 and replies thereto on or before May 9. Ann. March 23.

■ As result of agreements reached at March 22 prehearing conference, scheduled certain procedural dates, and continued April 19 hearing to June 6 in proceeding on am applications of Stuart W. Epperson, North Wilkesboro, N. C. Ann. March 24.

■ Scheduled prehearing conference for April 12 in proceeding on applications of Wagner Bcstg. Co., for new am station in Woodland, Calif. Ann. March 27.

■ Dismissed as moot petition to sever and request for initial decision granting application filed by WINN Louisville, Ky. Ann. March 27.

By Hearing Examiner Isadore A. Honig

■ Issued order following March 21 prehearing conference formalizing certain agreements reached, scheduled certain procedural dates and continued April 17 hearings to May 15 in proceeding on am applications of Robert F. Neathery and Radio

Continued on page 100

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RADIO

Help Wanted—Management

Your chance to move into management from salesmanager. Small market station in sunny south Florida needs manager who can sell and do a board shift. Base plus percentage of what you sell and percentage of gross revenues. Expect long hours, hard work in this job which can be your first station management position and your stepping stone to larger markets within the chain. Resume to Box 769D, BROADCASTING.

Manager who would be willing and able to purchase minority interest medium to small market. Box 684E, BROADCASTING.

Competitive market emphasis must be on sales. Box 685E, BROADCASTING.

Excellent opportunity for man and wife team to manage daytime east coast Florida station. Profit sharing basis. In answer give complete details to Box 694E, BROADCASTING.

Strong selling station manager wanted for midwest kilowatt. Good opportunity and future! Contact Bill Tedrick, KWRT, Boonville, Missouri, immediately.

Sales

South Florida metro market. $100.00 week plus 15%. Weekly collected sales of $500.00 you get $150.00. On $1000.00 you get $250. You must have a proven record in radio time sales which will be thoroughly checked. A great opportunity for the hard working pro. Box 767D, BROADCASTING.

Keep your job! Easily earn $100 or more a week. Show fantastic new robot! It moves . . . it talks . . . it sells! Absolutely unique. Spark radio sales . . . increase personal profits! Write Box 414E, BROADCASTING.

No. 1 Pulse rated 5000 watt southeastern fulltimer, seeking creative, aggressive, loyal salesman. Excellent station acceptance, good future, top salary. Write in confidence to Box 568E, BROADCASTING.

Salesmanager-salesmen: Regional northeast. Must have proven record in sales. Send full information with recent photo first letter. Box 587E, BROADCASTING.

Opening for one experienced AM time salesman for top Connecticut station. Excellent pay plan. Top account list. Box 659E, BROADCASTING.

Health forcing our top salesman to leave. Experienced, energetic self-starter will earn $8500 commission first year. 200 miles from Chicago. Box 687E, BROADCASTING.

East Tennessee. Experienced young salesman familiar with small market operation for sales manager. Liberal salary, commission. Box 705E, BROADCASTING.

Salesman needed by leading station. Good guarantee. Announcing experience desirable. KTOE, Mankato, Minn.

Permanent opening for experienced self starter. KXGI, Fort Madison, Iowa.

Wanted immediately, salesman for progressive single station market. Guarantee plus commission. Past or present resident of south or southwest with radio sales experience. Send data to Ralph Burgess, KTEM, Temple, Texas.

Help Wanted—(Cont'd)

Sales

Radio television jobs. Over 500 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Announcers

South Florida 5 kw indie needs dj. Must be fast paced, tight production, experienced in modern radio format operation. $125 week to start. Box 553D, BROADCASTING.

Announcer with first class ticket, maintenance is secondary. Box 928D, BROADCASTING.

Combo man. $125.00 week to start . . . $140 in 3 months at south Florida station. Heavy on announcing side. Experienced man only. Send full resume to Box 768D, BROADCASTING.

Move up to a top qualtiy station. Florida's #2 market is looking for an outstanding mature voiced, slick production, big smile, announcer-dj. Send aircheck tape, resume and references. Box 377E, BROADCASTING.

5,000 watt New England station has opening for two enthusiastic personalities with good rating record. Send background, salary requirements, three references to Box 555E, BROADCASTING.

Announcer, operate own board, preferably from Tennessee. Box 579E, BROADCASTING.

A good job . . . for first phone dj. Bright sound, youth appeal, intelligence. Tight board, good sell and versatility, of course. Salary to match. Send tape and photo. Now. Box 627E, BROADCASTING.

Southwest Number 1 station in large market wants morning dj. Must know modern radio format, fast paced, tight production. Send air check and resume. Box 651E, BROADCASTING.

Wanted, 1st phone combo man who knows modern radio format for midnight slot on Number 1 station. Send air check and resume. Box 652E, BROADCASTING.

DJ-newsman. Number one rated midwest metro market regional station for midnight to six a.m. shift. Send complete resume and small photo Box 681E, BROADCASTING.

Wanted: Experienced radio and television announcer for a number one operation in a growing market. Must be top flight air salesman on both radio and television. Unlimited opportunity for an ambitious, experienced broadcasting pro. Send resume, tape and photograph to Box 701E, BROADCASTING.

Experienced announcer for key station in eastern group. Mature voice, professional delivery. No screamers needed. Program standards adult music, no top 40's etc. Excellent salary. Fine opportunity for advancement to management. Car essential. Send tape, resume and photo. Box 706E, BROADCASTING.

Outdoor lover. Alaska. Hunting. Fishing. 5 kw. Good music dj. $650 start; rapid advancement. No hard drinkers. Tape, resume to Pouch 7-016, Anchorage.

Help Wanted—(Cont'd)

Announcers

KBUD, Athens, Texas needs announcer experienced gathering, writing local news.

Sign-on announcer, experienced, mature voice, 44-hour week, for middle of road music station. Immediate opening. Rush tape, snapshot, references and salary expected to Kent Roberts, Program Director, KFTM, Fort Morgan, Colorado.

Rocky Mountain 5 kw regional needs mature announcer with first phone. Join this progressive operation, soon to expand into FM. Emphasis on announcing, not maintenance. Must be above average announcer. Tight production. Will pay above average salary. Send resume with credit and character references, photo, and audition tape. Ralph L. Atlass, KIUP, Box 641, Durango, Colorado.

Announcer with country and western background for full time country and western format. Excellent year-round semi-tropical climate. Must be sober, sincere, and stable. Contact Lloyd Hawkins, KURV, Edinburg, Texas.

Top station in mid south metro market has an immediate opening for a combo man. No maintenance required. Excellent opportunity for growth and advancement with growing chain for the right man. Send tape, resume, and recent snapshot by air mail special delivery to Henry Beam, WAAY, P.O. Box 986, Huntsville, Alabama.

Announcer with first phone for progressive adult independent. Fast growing staff, part of growing group, offers all the opportunity you can make. Good pay, good future. Send tape to WDLR, Box 317, Delaware, Ohio or call Manager, 363-1107.

Experienced announcer dj shows, news, etc. Some copywriting. Immediate opening. $70 per week to start. WEPM, Martinsburg, W. Va.

Wanted, three experienced announcers. Position open April 9. Must be able to run tight board. Send tape, references and information to Nathan Frank, WHNC, Henderson, N. C. Telephone GE 8-7136. No collect calls please.

Wanted immediately, announcer with first class license. Excellent working conditions. Excellent pay. WITE, Box 277, Brazil, Indiana.

Experienced announcer with first ticket, good working conditions. Salary commensurate with ability. Send tape, photo, and resume. WJUD, St. Johns, Michigan.

Immediate opening for staff announcer. Must have experience and operate own board. Send tape, photo and resume to WKFM, 188 W. Randolph St., Chicago, Illinois.

Immediate opening for radio/tv staff man. Minimum two years commercial experience required. Radio board operation, knowledge of standard music and adjust presentation required. On-camera experience helpful. 40-hour week and all fringe benefits. No news. Address off-air tape. Resume, snapshot to Program Director. WOC-AM-FM-TV, Davenport, Iowa.

Announcer with first class ticket for 1 kw daytime station. Please send details first letter to WONG, Box 451, Oneida, New York.

Help Wanted—(Cont'd)

Announcers

Morning announcer needed immediately for fulltime adult music station. Will consider only experienced applicants. Good salary and opportunity to right man. Send full details and tape to Lou Murray, WRTA, Altoona, Penna.

Wisconsin daytimer going fulltime. Seeking announcer-newsman or announcer copywriter with first phone. Send tape, resume, to Manager, WSWW, Platteville, Wisconsin.

Immediate opening for announcer or announcer-salesman with one to three years experience. Ralph Hooks, Dixie Stations, DeRidder, Louisiana. Phone 9080.

Radio television jobs. Over 500 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Technical

Wanted chief engineer—for central Michigan station with CP for 5 kw. Must have plenty of know-how for construction of DA and maintenance. Good pay to right man. Box 582E, BROADCASTING.

Wanted—engineer-announcer with first class license. Maintenance a must. Salary open. KODI, Cody, Wyoming.

Need combination man and other personnel. Contact KX-RX, San Jose, California.

Wanted: Engineer-announcer for daytimer. Station WAMD, Aberdeen, Md.

Wanted, top FM engineer well conversant with multiplexing and background music systems, needed immediately. Top salary and working condition. Contact D. E. Marable, care WGH, P.O. Box 98, Newport News, Virginia.

Radio television jobs. Over 500 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Production—Programming, Others

News and public affairs director for radio and television. Mature creative, imaginative newsman in the age bracket of 40 years who wants to supplement network news by recruiting and either giving or supervising the presentation of local news and public affairs programming. Opening available within six months. Starting salary $200 per week. Send tape and photo with background in first lette.. Box 544E, BROADCASTING.

Energetic news man for local news editor. Long hours but good job. Must write and announce area news for 1000 watt New York state Hudson Valley station. Start at $110.00. Write full details and qualifications to Box 569E, BROADCASTING.

Program director wanted for progressive radio station in Carribean. Write giving full particulars of experience, education, age, family, references, availability, salary requirements, etc. This is a good opportunity for a good experienced man. None others should apply. Box 638E, BROADCASTING.

Newsman for western Pennsylvania station. Immediate opening. Send tape, experience, salary requirements. Box 686E, BROADCASTING.

Announcer turned newsman is wanted to round out news dept. of single market station just outside Chicago. Must gather, write and air own news and may be used as swing man, announcing 2 days while working in news dept. 3 days. Versatility important. Contact Dave Davis, WKRS, Waukegan.

Help Wanted—(Cont'd)

Production—Programming, Others

Best opportunity in the midwest for female copywriter. Heavy on local. Midwest location. We'll pay if you can produce. Send sample, pix, references. Program Director, WTVO, Rockford, Illinois.

RADIO

Situations Wanted—Management

General manager available. Fifteen years experience includes all levels from announcing to management. Last eight years full management and corporate officer small and medium competitive markets. Station sale forces move. Creative, responsible, hard working 36 year old family man with finest references. Box 344E, BROADCASTING.

Manager, heavy sales. For small to medium market. Twelve years experience, ten management. Mature, thorough knowledge all phases. Best media, personal and civic references. Interview NAB or your station. Box 521E, BROADCASTING.

Manager—10 years all phases—first phone, sales, BA degree, married, 34. Excellent record, best references. Box 601E, BROADCASTING.

Problem stations . . . get a desirable position in your market . . . top stations . . . stay on top . . . General manager, emphasis on sales, 32, married, 12 years radio experience, currently employed but desires bigger market with adequate incentive. Complete knowledge of all phases of the media. Excellent references. Write Box 625E, BROADCASTING.

Manager—operations—production . . . 13 years experience, 34 years old, married, college grad. Prefer mid-Atlantic area. Write Box 632E, BROADCASTING.

Owners: Unusual sales ability, leadership! 23 years experience. Age 43, family. Box 640E, BROADCASTING.

Fourteen years negro radio—manager/sales manager. All phases, sales—creative, energetic, loyal. Family man. Like selling. Box 646E, BROADCASTING.

Manager. I know radio is still the advertiser's best investment. Willing to work overtime to prove my point. In addition to a solid background I offer loyalty and dependability. Family man, desire small to medium market, northwest or west. Box 647E, BROADCASTING.

Fifteen years experience, adult, family radio man with eight years successful management. Have first class ticket. Presently employed in the south. Box 654E, BROADCASTING.

FM owners/stockholders: Honeymoon over? Your station in 300,000 market or better is losing/breaking even: Lease to imaginative "quality" staff for percentage. Background fm, "class" program packaging. Full control program/sales brings bonanza results. Best offer takes. Guaranteed distinctive top-flight operation. Details: Box 656E, BROADCASTING.

Excellent education, experience, references. Knowledge various markets. Married. Age 40. Will travel. Available now. Box 670E, BROADCASTING.

Station manager: Experienced, energetic, successful, 40, married, three children. Available due to change in ownership of KTHT, Houston. Hal Vester, 5000 Maple, Bellaire, Texas. Phone MA 3-4279.

Sales

Position wanted: Aggressive, personable; know people, four years selling in competitive top 25 southern market. Seeking sales-manager position in southwest or California. Write to Box 635E, BROADCASTING.

Situations Wanted—(Cont'd)

Sales

Announcer-salesman, 6 years permanency in R.M. station. 25 years, married! Prefer chance of stock ownership. Box 642E, BROADCASTING.

Ideas, persistence, many calls zoom sales. Experienced, 30, midwest-west. Box 661E, BROADCASTING.

Young advertising specialty salesman desires to enter radio sales with small market station. Box 693E, BROADCASTING.

Announcer, salesman. Family man, no floater, will settle. Selesta Graham, 14 Mount Morris Park West, New York 27, N. Y. ATwater 9-1029.

Announcers

Baseball announcer, first class. Available for coming season. Excellent references. Box 997D, BROADCASTING.

Experienced, mature air-salesman. West, southwest, south. Be specific, state salary. Box 560E, BROADCASTING.

Top dj with a "live" sound looking for medium to large market. Box 631E, BROADCASTING.

Announcer want to settle down, not a floater or prima donna. Tight production, bright sound. Box 634E, BROADCASTING.

Distinctive, quality announcer 26, family. Now earning $155. Seeking metropolitan market. Box 637E, BROADCASTING.

Personality first phone dj. College, experience. Give details and salary. Box 645E, BROADCASTING.

I graduate from college in June. Trained for deejay and continuity. 22, single, with ideas. Prefer midwest. Tape, pix and resume on request. Box 648E, BROADCASTING.

Sparkling sound, colorful dj will relocate for higher salary. Excellent news, tight production. Prefer western states. Air check Box 649E, BROADCASTING.

Announcer. Solid swinger. Formula or nonformula station. Convincing. $100 plus. Box 657E, BROADCASTING.

Announcer, employed in city of 50,000, two years experience, college. Box 660E, BROADCASTING.

Night-time dj. 1½ years experience, married, 26, bright voice. Box 664E, BROADCASTING.

Versatile newsman, top flight experienced sports announcer and dj. Wish to move from medium to metro market. AP news award winner, 175 sports broadcasts to credit. Some college. 4½ years experience, one tv. Big station voice. Tape on request. Box 666E, BROADCASTING.

Sportscaster looking for heavy play-by-play, finest of references. Box 667E, BROADCASTING.

Hardworking, versatile newsman, strong background newspapers, Harvard college sports editor, 2 years Armed Forces radio network, program ideas that capture listeners and hold them. Also deejay, sports, special events. Prefer 300 miles radius New York. 30, married, children, can help you now, will come quick for interview. Box 675E, BROADCASTING.

Announcer, young, realistic, ambitious. Cheerful, adult music, news. Experienced. Tape. Box 678E, BROADCASTING.

Latin dj-announcer, young, charming, experienced, presently employed seeks position with progressive station. Speaks Spanish, English, loves hard work, adaptable. Will travel anywhere. Box 680E, BROADCASTING.

Attention . . . presently Storz dj and newsman looking. Best references. Box 688E, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer, 3 years station experience. Strong record shows, news, commercials. Sell and write. College grad, communications major. Professional musician, arranger. Married, vet, wants solid, permanent future. Midwest station. Box 690E, BROADCASTING.

Announcer, dj, experienced, tight board, smooth ad lib, a floater—no, a future—yes. Box 695E, BROADCASTING.

Announcer, disc jockey, experienced, married family man wants to settle. Box 696E, BROADCASTING.

Morning man for major market. Top ratings. Adult-teen appeal. Box 698E, BROADCASTING.

Good first phone deejay. Experienced all phases including maintenance. Box 700E, BROADCASTING.

Radio, tv news, play-by-play. Strong local news. "beeps." State pace desired. Box 702E, BROADCASTING.

Announcer-record emcee: Seven years in quality radio stations. Deep, resonant voice with professional delivery. Prepared to send tape and letter at once. Available for personal interview within thousand mile radius of Virginia. Box 703E, BROADCASTING.

Personality, audience builder, production plus, including production spots that sell, well versed in popular music, current events and local affairs, family man, large market only! Box 704E, BROADCASTING.

DJ announcer, 8 months experience. Want to settle. Prefer south. Sincere, Jim Davis, 4 North Avenue, Norwalk, Ohio. Phone 66-81584.

Combo, first phone, 26 year old family man, six month announcing experience. Wish to locate in southwest. Selling opportunity welcomed. O. H. Dunston, 2611 Maga Vista, Dallas, Texas. Phone, FR 4-6869.

Are we "in tune?" You want announcer-deejay with 3-years experience, 24, married, best references and draft exempt—willing to grow with you. He seeks production station playing pop and standards. No "top 40." He's known through upper Michigan, northeastern Wisconsin, suburban Chicago. Contact: Warren Freiberg, 5369 West 89th, Oaklawn, Illinois.

First phone—C&W deejay. C.E. and P.D. 5 years experience. Radio and two years tv. Steve French. 1838-22nd St., San Pablo, Calif. Phone BEacon 5-5988.

Midwest broadcasting school graduate desires staff announcing job. Available immediately. Clear, crisp, mature voice. 30 years old. College journalism training. General sales background. For information and tape call or write Donald Johnston, 5756 N. Fairfield Ave., Chicago 45, Illinois. ARdmore 1-1202.

Experienced engineer, top rated announcer desires permanent position. Herb Kravitz, 1913 Atlantic Avenue, Atlantic City, N. J., 2-4821.

Staff announcer, have first ticket. Some college. Slightly handicapped. Call 6539 or write Byron Kuenzel, 333 North side, Havre, Montana.

Major market disc jockey and all-around announcer with strong, happy, enthusiastic, authoritative, saleable sound available because of economy cuts. Prefer either DJ or news assignment in good competitive market in general Great Lakes or Ohio areas. Rush replies to Bob Montgomery, 16806, Lkwd. Hts. Blvd., Cleveland 7, Ohio.

Air salesmanship—listener friendship. Active, alert announcer with program dexterity and good references. Phil Patrick, R.F.D. #2, Sheboygan Falls, Wisconsin. Howard 7-6058.

Situations Wanted—(Cont'd)

Announcers

Personality fast pace dj. 1st phone. Besides light maintenance can run a production dept., or contribute my ideas to already established department. Can write own copy, work well with others. 25, single, sense of humor, don't drink or smoke, good credit. Untinged by payola. Had good ratings on sold out show. Prefer south. To make sure we're both happy, I'll drive to your station for personal interview. $125 minimum to start. Prefer no nights. Bill Taylor, CE, WKTC, Charlotte, N. C.

Experienced, like radio, people and small towns. Run own board, available immediately. Don Wilson, Winchester Rd., Cumberland, Md. PArkview 4-4603.

Technical

College man-first phone. Network video/audio. VTR. Heavy maintenance. VHF/UHF transmitter. Amateur extras. Desires NYC area. To complete graduate work. Box 552E, BROADCASTING.

First class engineer. Twelve years studio and transmitter experience. Three years chief. No announcing experience. Box 584E, BROADCASTING.

Transmitter work, 2 years dir. exp., no announcing, 1st radiotelephone. Box 650E, BROADCASTING.

Student technical school, first phone, some experience. Desire summer employment in west. Box 658E, BROADCASTING.

First phone, no experience but more than willing to learn. Will move anywhere. Contact Lloyd Cluster, Route 1, Holt, Florida.

Chief engineer. 9 years experience, complete station maintenance, available immediately. V. Daley, 1000 Markham, Vicksburg, Miss. phone 636-5525.

Production—Programming, Others

14 year vet in radio. Thorough programming, news, sports, deejay and sales background. 37, family man. $150 week minimum. Box 520E, BROADCASTING.

Newsman. Gather, write and air. In sixth year as reporter on major newspaper. College grad, 32, married. Speech training. Box 628E, BROADCASTING.

News/copywriter trainee; 34; college degree; prefer Rocky Mountain area. Box 629E, BROADCASTING.

Program director—7 years announcing, 25, married. Virginia native. Desire assuming full program director and station promotion. Box 630E, BROADCASTING.

I'm anxious to work and can produce tasteful and imaginative programming for you. Three years experience, six months commercial. All kinds of announcing, production, news, copy. Fast board, light maintenance, second ticket. Three years college, ambition. Summer only. Interested? Box 636E, BROADCASTING.

Experienced midwest newsman desires position Minnesota, Wisconsin or South Dakota. Box 641E, BROADCASTING.

Director, 33, family, no college, too busy getting 6 years experience directing commercials, newscasts, etc. Like relocate market where eventual advancement possible. Available short notice. Box 662E, BROADCASTING.

Top deejay in major market looking for opportunity as program director. Many creative ideas. Ratings guaranteed or your money back. Box 665E, BROADCASTING.

Searching . . . this DJ works for top chain station, but prefer to be P.D. in smaller market. I know what puts a station on top. Box 673E, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Program director dj—metro market background in top rated station with knowhow and proven ability to install and supervise modern sound operations—seeks affiliation with progressive concern . . . preferably in New York state area. Box 674E, BROADCASTING.

Young man seeks break in newswriting field. Exceptional journalism/publicity experience in college. Has no obligations, resume available. Box 691E, BROADCASTING.

One of country's top program men, well known in west as advisor, authority good music, top 40. Middle age, family. Desire permanent expanding chain, or large indie. Proficient on air, if required. Deliver ratings, respect. Box 697E, BROADCASTING.

TELEVISION

Help Wanted—Sales

Are you good? Independent tv station, major midwest market, in top 20, will turn over existing accounts and top potential lists to experienced account executive with proven success record. Attractive guarantee and above average opportunity. Apply in confidence to: Box 668E, BROADCASTING.

Announcers

Mature television station with a lagging kid's slot. Must be willing to accept high ratings. Non-commercial stations need not apply. Box 679E, BROADCASTING.

Chief engineer-announcer—1st phone, 1 kw directional. California top-rated radio station. References. $400.00 per month to start. KAFY, P.O. Box 6128, Bakersfield, California.

Technical

RV studio engineers. Excellent oportunities for men having knowledge of theory and aggressive interest in station operation. Group tv station corporation. Send resume to Box 856D. BROADCASTING.

TV-AM northwest needs chief with micro wave and construction experience. Salary dependent on ability. Excellent position for right man. Box 550E, BROADCASTING.

Television transmitter operator for KMVI-TV, Wailuku, Maui, Hawaii. Work 40 hours in three days, off four days every week. Write or call the station for details.

Full power vhf experienced video engineer for studio maintenance, and occasional transmitter relief. Voice over announcing ability helpful but not required. Send resume, salary requirements, picture, voice tape if possible to Amos Hargrave, C.E., KVIQ-TV, Box 1019, Eureka, California.

Maintenance supervisor for uhf station. Must have experience with studio and transmitter equipment. Send resume and photo to B. F. Gurewich, Chief Engineer, WKYT, Box 655, Lexington, Kentucky.

Production—Programming, Others

Promotion manager. All-round experience wanted, but must be strong on sales and merchandising. Plenty of materials and good personnel to assist you. You will be left alone to do your job, encouraged, and advanced provided you are the right man. Living conditions, schools, churches, climate excellent. Character and ability are musts. Salary $6500 minimum. Tell us in confidence all about yourself. Enclose photo. Respected station with strong network in upper south. Write Box 543E, BROADCASTING.

Promotion! Leading tv station, midwest market, seeking personable, aggressive, creative, conscientious, young man to handle publicity, sales promotion, and merchandising. Apply in confidence to: Box 669E, BROADCASTING.

News writers, newscasters and reporters with style and drive for expanding operation major midwestern market. Send material. Box 676E, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programming, Others

News and public affairs director for radio and television. Mature, creative, imaginative newsman in the age bracket of 40 years who wants to supplement network news by recruiting and either giving or supervising the presentation of local news and public affairs programming. Opening available within six months. Starting salary $200 per week. Send tape and photo with background in first letter. Box 544E, BROADCASTING.

TELEVISION

Situations Wanted—Management

Television sales manager desires advancement opportunity in sales, management with growth organization. 7 year record competitive V mid-market. Can produce sales, station image. 13 year background includes broadcast, print, account, promotion, programming. Degree, 38, will relocate. Box 478E, BROADCASTING.

Aggressive, hard-working, self-starting tv sales executive wants management or sales management job with growth potential and future. 15 years experience in agency, radio-tv field, six as general manager AM radio; almost 3 years with present employer, but at end of road here for future advancement. Thorough knowledge local, regional, national sales. Age 39, married, have children. Box 578E, BROADCASTING.

Technical

Television engineer, available immediately, 7 years experience, including transmitter, VTR. Write Box 425E, BROADCASTING.

Studio maintenance and operation. 5½ years experience. Desire permanent position in midwest. Box 643E, BROADCASTING.

Work horse needs board and room plus above average salary. Mountain top preferred. Single, 24. Last place 1½ years at television xmtr 24 hours a day. Bill Baron, 615 Illinois Street, Butte, Montana.

Production—Programming, Others

Director with 5 years experience in commercial and ETV in midwest. Available immediately. Heavy on live commercials and news shows. Knows lighting, can announce. Excellent references. University of Michigan grad. Family. Box 492E, BROADCASTING.

Small market director-producer-announcer seeks more challenging and active market. Available whenever you are. Box 487E, BROADCASTING.

Producer-director available immediately. Complete resume and references rushed to each inquiry. Box 523E, BROADCASTING.

Program director large midwest market desires relocate west coast. Top experience all phases television management. Box 589E, BROADCASTING.

Photographer. Young, educated, with considerable professional experience in still and motion pictures. Stills published nationally in magazines, posters, filmographs. Three years with well known educational and documentary film company. Desire position with commercial or educational station. Box 616E, BROADCASTING.

If you can offer a challenging opportunity where a man can make his own future . . . I can offer 5 years of television and film directing and production experience with a major station in a major market, plus an abundance of ideas and perspiration. Will accept responsibility without excuses. I would prefer southwest, west or Hawaii. Resume, composite and references on request. Box 626E, BROADCASTING.

Producer-director—4 years experience all phases production including; lighting, camera, copy writing, prop const., etc. Experience directing news, variety, panel, and music shows. Box 644E, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

College student wants summer employment in tv production and/or writing. 4 years experience in latter. Top references. Box 655E, BROADCASTING.

Assistant production manager of top west coast station desires better position or salary with progressive, creative station. Box 663E, BROADCASTING.

Director with 4 years experience commercial in southwest major market. Knows all phases of production, also sales, can announce. 24 and single. Prefers west. Available immediately. Box 689E, BROADCASTING.

FOR SALE

Equipment

3 Utility type 180 towers standing 197'—Best offer. 3 Gates insulated sample loops. 1 Gates remote control-tone system (6 years) includes frequency monitor, hi voltage and plate current, tower lites read back. 3-3 section tower lighting chokes. 1-3 section tower lighting choke in weather proof housing. 200 ft. RG 164 cable 72 ohms. Best offer for any or all equipments. Box 503E, BROADCASTING.

Gates, BC-250-GY 250 watt AM transmitter and Collins 731A, 250 watt FM transmitter. Both now on the air. Best offer. Box 682E, BROADCASTING.

Portable Presto 6N disc recorder, 1-C cutter, 120 LPI, 87A amplifier. Best offer plus freighting buys. Chief, KHAS-Radio, Hastings, Nebraska.

Concertone tape recorder model #1401. Overhauled year ago. As is. Best offer plus freighting buys. Chief, KHAS-Radio, Hastings, Nebraska.

Westinghouse 5HV, 5 kilowatt, transmitter, $4,000.00. Contact Bob LaRue, Radio Station KRAK, Hotel Senator, Sacramento, California.

RCA MI-19390 diplexer and MI-19085-H-12 sideband filter now tuned Channel 12. Contact Joe Gill, WRDW-TV, Augusta, Georgia.

RCA Model BTA-1L 1 kw transmitter, good condition, $1500; traded in on Bauer Model 707 "kit" transmitter. Write Bauer Electronics Corp., 1663 Industrial Road, San Carlos, California.

Commercial crystals and new or replacement crystals for RCA, Gates, W. E. Bliley and J-K. holders, regrinding, repair, etc. BC-604 crystals. Also A.M. monitor service. Nationwide unsolicited testimonials praise our products and fast service. Eidson Electronic Co., Box 31, Temple, Texas.

2 Presto 64-A transcription turntable, Gray equilizer and arm. Fidelity Sound, Box 5455, Jacksonville, Florida.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

George Kim & Son. Tower-painting, repairing, erection and demolishing. Ebensburg, RD#2, Pennsylvania.

TV video monitors. Metal cabinets, rack. portable remote kine, educational, broadcast, starting at $199.00. 50 different models, 8" thru 24". Miratel, Inc., 1st St. S.E. & Richardson, New Brighton, St. Paul 12, Minnesota.

200 foot Indeco radio tower guyed insulated for AM. Good buy, tower like new. James Rea, Hammond, Indiana. Tilden 5-0665.

Rigid transmission line, Andrews 1⅝" No. 551-3. New, unused, with hardware and fittings. Tremendous savings. Write for stock list. Sierra Western Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, California.

FOR SALE

Equipment—(Cont'd)

For sale—Ampex 601-2 stereo recorder. Used only three months—like new. Installing 351's. Phone or write Hilltop Records, 509 West Main Street, Ashland, Ohio. 3-1507.

RCA Model BTA-1R 1 kw transmitter, latest model, good condition, $3500; traded in on a Bauer Model 707 "kit" transmitter. Write Bauer Electronics Corp., 1663 Industrial Road, San Carlos, California.

WANTED TO BUY

Stations

Successful midwest operator wants to expand to southwest. Cash or terms at your option. Brokers protected. Confidential, of course. Box 633E, BROADCASTING.

Californian desires small station ownership through lease-purchase arrangement. Responsible-experienced. Correspondence confidential. Box 677E, BROADCASTING.

Equipment

Used 2 channel control board for AM and FM operation. At least 6 imputs—Collins 212E-1 or equivalent. Box 502E, BROADCASTING.

Wanted . . . Usable 250 watt Western Electric transmitter Model 451 grid modulated. Box 565E, BROADCASTING.

Have immediate need for RCA stab amp., type TA-9, and phase equalizer equipment. Write P. O. Box 2167, Wilmington, Delaware.

Wanted to buy — used General Radio RF bridge. P.O. Box 1671, Greenville, S. C.

Will buy or trade used tape and disc recording equipment—Ampex, Concertone, Magnecord, Presto, etc. Audio equipment for sale. Boynton Studio, 10B Pennsylvania, Tuckahoe, N.Y.

Wanted—used console in good condition. Any make or model. Should be able to be used for recording studio. Send details to Dayton Music Service, Inc., 311 Salem Avenue, Dayton, Ohio.

Want any excess AM, FM, TV equipments. Good prices. Electrofind, 440 Columbus Avenue, N.Y.C.

MISCELLANEOUS

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

Comedy for deejays!—"Deejay Manual," a complete gagfile containing bits, adlibs, gimmix, letters, patter, etc. $5.00—Show-Biz Comedy Service (Dept. DJ-4), 65 Parkway Court, Brooklyn 35, N. Y.

Call letter items—Lapel buttons, mike plates, studio banners, car tags, bumper strips, etc. Bro-Tel, Box 592, Huntsville, Alabama.

Want commissionable rates, late evening radio-television. 400 accounts! Gospel Radio Broadcasting, Schell City, Missouri.

BUSINESS OPPORTUNITY

Commercial production and recording studio. Finest facilities, terrific potential. ARTS, Inc., 1409-4th Street So., St. Petersburg, Florida. Phone ORange 19168 if no answer ph. 518622.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Announcing, programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. aproved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

FCC first class license in 5 or 6 weeks. Instruction eight hours a day, five days a week. No added charge if additional time or instruction needed, as license is guaranteed for tuition of $300.00. Professional announcing training also available at low cost. Pathfinder Method, 5504 Hollywood Blvd., Hollywood, California. Next classes June 5th and July 31.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Elkins Radio License School of Chicago. Now serving the mid-west. Quality instruction at its best. 14 East Jackson St., Chicago 4, Ill.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting April 26, June 21, August 30, October 25. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California. "Authorized by the California Superintendent of Public Instruction to issue Diplomas upon completion of Radio Operational Engineering course."

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

RADIO

Help Wanted—Sales

SALES MANAGER
SPECIAL PRODUCTS

Leading manufacturer of broadcast, communications and industrial electronic equipment has major opening for high level man to manage sales of jobbed equipment.

This is a challenging position for a self-starter who can assume responsibility for the operation of the entire special products department, including administration, sales forecasting, inventory and merchandising.

College degree preferred. Electronic background essential. Applicants should have experience as manufacturer's rep or with jobbed products department of electronic company.

Excellent starting salary, profit sharing, insurance program, plus many other important company benefits. Midwest location.

Send complete resume, photo and salary requirements with first letter to:

Box 557E, BROADCASTING

Help Wanted—(Cont'd)

Production—Programming, Others

$120 WEEKLY PLUS O.T.

. . . and additional benefits for reliable and ambitious newsman, experienced in rewrite, air and leg work. May become Director of 5-man News Dept. in growing midwestern market near large city. Voice and character of utmost importance. References will be checked. Send letter with full background and complete reference list to:

Box 707E, BROADCASTING

RADIO

Situations Wanted—Management

General Manager and Program Director

Singly or as a team—33 years combined experience—world of top forty—know procedure for first place rating and local and national business. Prefer west of the Rockies—but will talk. Available immediately. Top name radio chain experience. We have know how in all phases of radio and tv.

Box 683E, BROADCASTING

Announcers

WE HAVE NEW D.J.'s

All sizes, all colors, all ages, all sexes. And all willing to work—eager to please. No prima donnas. Costs you nothing to get their tapes. Tell us what you want. Placement Dept., J. B. Johnson School, 930 F St., N.W., Washington 4, D. C.

TELEVISION

Help Wanted—Technical

ASSISTANT CHIEF ENGINEER

Electronics engineer with management experience interested in assisting in direction of commercial television operation in major midwestern community. To direct and improve operation of large department of engineers and technicians. Must be well organized, conscientious, management-oriented. Salary to $12,000.

Box 671E, BROADCASTING

Production—Programming, Others

WFMY-TV

Greensboro, N. C.

Has excellent opportunity for a smart promotion-public relations man to head its Promotion Department. This must be a man with broadcast promotion experience to head a four-person department, one familiar with layout, a capable writer, and research-minded. Salary open. Good market, CBS-TV affiliated more than 11 years. Submit application with full information on experience, samples of work, and photograph to Personnel Manager, WFMY-TV. Confidential.

TELEVISION

Situations Wanted

Production—Programming, Others

NEWS SPECIALIST

Currently heading 6 man radio-tv news department in mid-Atlantic major market. Excellent voice and camera presence. Frequent network contributor. Good administrator. Experience all phases news and public affairs. Interested in top 10 markets only.

Box 699E, BROADCASTING

MISCELLANEOUS

CALL FROM EUROPE

Bolster our "NEWSOUND" with a direct report from the continent on the big story of the day. This distinctive international news service can be working for your station for less than 60 cents per day! Advertiser pays low phone charges, you reap the profits! Your "CALL FROM EUROPE" is tailored for a distinctive 5 minute package presentation. It will make your news block sparkle! For quick information write:

Box 639E, BROADCASTING

YOUR STATION DESERVES BETTER TALENT!!

We are ready to solve your talent problem. For no more money than you now pay for announcers who may not sell at all, we will custom tape hours and hours of good listening and good selling sounds for you. We'll use top personalities here in the East; men who are making money in busy metropolitan areas because of experience, warmth, sell-ability, and personality. These men can sell your sound. No tapes will be made until we know the exact sound you want. We'll record your commercials or just voice and music, or voice tracks alone, depending on your wishes. You will be protected against any duplication in your market. Your tapes will be produced with care for hours and hours of top listening. We want to know your style, your aims, your ideas as to what music is best for your market.

To you we offer the selling talent of men who have been on the air for years as top personalities at such stations as WNEW, New York and WIP, Philadelphia.

Wire—write—phone—or send a blank tape so we can send back a sample of the sparkling voice-sounds that can help you.

Tell us the sound you want—we'll do the rest.

You'll get a complete price story—amazingly low, too.

DAN CURTIS COMPANY
554 Tarrington Road
Haddonfield, N. J.
HAzel 8-2287

CAPE CANAVERAL NEWS

Beeper phone reports immediately following all launchings. Complete coverage of the race for space, tailored to your requirements. Have a reporter on the scene as history is being made. A professional service for Radio-TV news.

SPACECASTERS NEWS SERVICE
P. O. Box 2 Cocoa Beach, Florida
SUnset 3-4885

FOR SALE

Equipment

FOR SALE

Television Antenna

G. E. 8 Bay Batwing Model TY70G tuned for Channed 13. In service approximately 5 years. System input capability 44 KW.

Write to: Paul Turchin
Chief Engineer
CKCO-TV
Kitchener, Ontario
Canada

SUFFERING FROM MOUNTAIN TOP FASCINATION?

Cure your problems with the MOSELEY Model RRC-10 RADIO REMOTE CONTROL SYSTEM. Complete control, telemetering and main program channel for FM transmitters with a 950 mc STL. Write to

MOSLEY ASSOCIATES

P.O. Box 3192 Santa Barbara, Calif.

EMPLOYMENT SERVICE

JOBS IN RADIO & TV THROUGHOUT THE SOUTHEAST

Talent scouts for the station you're looking for — free registration — confidential service. Immediate job openings for—
Announcer-Engineers
Engineer-Salesmen
Announcers-Newsmen—DJ.'s

PROFESSIONAL PLACEMENT

458 Peachtree Arcade, Atlanta, Ga.

NEED HELP?
LOOKING FOR A JOB?
SOMETHING TO BUY OR SELL?

For Best Results You Can't Top A Classified Ad in

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

STATIONS — FOR SALE

CONFIDENTIAL NEGOTIATIONS
For Buying and Selling
RADIO and TV STATIONS
in the eastern states and Florida

W. B. GRIMES & CO.

2000 Florida Avenue, N.W.
Washington 9, D. C.
DEcatur 2-2311

FOR SALE

D.B.A. station bldg., equipment, 5½ acres. Only station serving wide area.
WRITE:
Wenatchee, Washington
P. O. Box 445

Calif	single	fulltime	$150M	terms
Calif	single	daytimer	75M	29%
Calif	small	fulltime	68M	15dn
Calif	small	daytimer	175M	terms
Calif	small (2)	fulltime.	140M	25dn
Calif	FM	fulltime	49M	13dn
Calif	metro	daytimer	175M	29%
Calif	metro	power	175M	29%

And Others

CHAPMAN COMPANY

1182 W. Peachtree St., Atlanta 9, Ga.

GUNZENDORFER

ARIZONA. *$70,000 with $15,000* down. Nice payout for 250 watt fulltimer. *"A GUNZENDORFER exclcsive"*

CALIFORNIA. Southern market $110,000 with *$31,900* down for 1 KW daytimer. *"A GUNZENDORFER exclusive"*

CALIFORNIA FM. $50,000. Low down. Easy payout.

WILT GUNZENDORFER AND ASSOCIATES

8630 W. Olmypic, Los Angeles 35, Calif.
Licensed Brokers Financial Consultants

STATIONS FOR SALE

FLORIDA. Major market. Daytime. Asking $100,000. 29% down.

NORTH CENTRAL WEST. Daytime. Profitable. Fine market. Doing $70,000. Asking $90,000 with 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

To Buy or Sell Radio-TV properties, it's

PATT McDONALD CO.

Box 9266—GL 3-8080

AUSTIN 17, TEXAS

Bill Trotter
Box 5411
EX 7-3219
Memphis, Tenn.

Paul Yates, Jr.
Box 1396
FA 2-5488
Sanford, Fla.

Mrs. Gerry Switzer
1620 W. 3rd
EL 2-2163
Taylor, Tex.

Jack Koste
40 E. 42nd
MU 2-4813
New York 17, N. Y.

Continued from page 94

Company of Texas County, Houston, Mo. Ann. March 27.

■ On own motion, scheduled a prehearing conference for April 11 in proceeding on application of George Shane for am facilities in Victorville, Calif. An. March 28.

By Hearing Examiner Thomas H. Donahue

■ On own motion continued March 28 hearing to date to be determined at March 28 prehearing conference in proceeding on am applications of Marshall Rosene, Celina, Ohio. Ann. March 23.

■ Granted petition by WJWL Georgetown, Del., for leave to amend its am application to reflect assignment of license to Scott Bcstg. Corp. Action March 22.

■ On own motion, corrected in various respects transcript of record, and allowed five days for objections, in proceeding on fm applications of KBBI Los Angeles, and Benjamin C. Brown, Oceanside, Calif. Action March 22.

■ On own motion, continued April 5 hearing to date to be determined at prehearing conference to be held on that date in proceeding on am applications of WOSH Oshkosh, Wis., and WGEZ Beloit. Wis. Action March 23.

By Hearing Examiner Herbert Sharfman

■ Granted petition by WOLF Syracuse, N. Y., and Ivy Bcstg. Co. for leave to amend application to reflect assignment of license of WOLF to Ivy Bcstg. Co., and substituted Ivy for Civic Bcstg. Corp. as party-applicant in consolidated am proceeding. Ann. March 23.

■ Granted petition by Broadcast Bureau and further extended from March 30 to April 13 time to file initial proposed findings and from April 24 to May 8 for replies in proceeding on application of WHYZ-TV Duluth, Minn. Action March 22.

■ Scheduled certain procedural dates, and hearing for May 3, in proceeding on application of College Radio for am facilities in Amherst, Mass. Action March 23.

■ Granted petition by E. Anthony & Sons Inc., New Bedford, Mass., for leave to amend its application for new tv station to operate on ch. 6 in New Bedford and reinstated engineering data specifying proposed Gay Head site, specifications in height of tower and engineering data for shielding proposed tower. On own motion, corrected transcript of hearing and allowed 5 days for objections. Issuance of this order does not preclude filing by parties of motions to correct transcript, nor issuance of other orders of corrections by hearing examiner, on his own motion, covering additional corrections. Ann. March 29.

By Hearing Examiner Asher H. Ende

■ On own motion, scheduled a prehearing conference for April 4 in proceeding on application for renewal of license of WITT Lewisburg, Pa. Ann. March 23.

■ On own motion, scheduled prehearing conference for April 5 in proceeding on applications of Olean Bcstg. Corp. and WIRY Inc., for new am stations in Plattsburg and Lake Placid, N. Y. Ann. March 27.

By Hearing Examiner Basil P. Cooper

■ Pursuant to agreements reached at March 17 prehearing conference continued evidentiary hearing from April 17 to May 4 in proceeding on am application of WAMD Aberdeen, Md. Action March 20.

■ Granted joint petition by applicants and continued March 22 hearing to April 19 in proceeding on applications of WTVM (TV) and WRBL-TV Columbus, Ga. Action March 21.

■ Upon request by applicant, continued April 3 prehearing conference to April 10 and continued April 10 hearing to a date to be specified at conclusion of hearing conference which will begin on April 10 in proceeding on application of Edward Piszczek & Jerome K. Westerfield for fm facilities in Des Plaines, Ill. Ann. March 24.

By Hearing Examiner Elizabeth C. Smith

■ Granted petition by Broadcast Bureau and extended to March 31 and April 21, respectively, time to file proposed findings and replies in proceeding on applications of James E. Walley for am facilities in Oroville, Calif. Ann. March 27.

■ Granted joint petition by Broadcast Bureau and WAPE Jacksonville, Fla., and extended to April 3 and 13, respectively, time to file proposed findings and replies in proceeding on WAPE's application. Ann. March 27.

■ Granted request by Earl McKinley Trabue, Myrtle Creek, Ore., accepted March 6 amendment to his application to reduce

power from 5 kw to 1 kw and removed amended application from hearing docket and returned to processing line. Ann. March 28.

By Hearing Examiner Millard F. French

■ Granted petition by Broadcast Bureau and extended from March 21 and April 11 to March 24 and April 14, respectively, time to file proposed findings and replies in Lake Charles-Lafayette, La., tv ch. 3 proceeding. Ann. March 27.

By Hearing Examiner H. Gifford Irion

■ Granted petition by KOMY Inc. for leave to amend its application for fm facilities in Watsonville, Calif., to change frequency requested from 106.5 mc to 92.9 mc and returned amended application to processing line. Action March 23.

■ On own motion, continued April 11 hearing to May 22 in proceeding on am applications of Walter L. Follmer, Hamilton, Ohio, and WQXR New York, N. Y. Action March 24.

By Hearing Examiner Walther W. Guenther

■ On own motion, scheduled further hearing for March 30 in proceeding on applications of Radio Carmichael for am facilities in Sacramento, Calif. Ann. March 28.

BROADCAST ACTIONS

by the Broadcast Bureau

Actions of March 24

■ Waived Section 4.709 (b) of rules and granted special temporary authority for following vhf tv repeater station: Saltese T. V. Association, Channel 4, Saltese, Mont. (KXLY, ch. 4, Spokane, Wash.).

WSTA Charlotte Amalie, V. I.—Granted assignment of license to V. I. Industries Inc.

WIIN Atlanta, Ga.—Granted acquisition of positive control by Sylvia Gold Cohen through purchase of stock from Arthur Long.

KATV (TV) Little Rock, Ark.—Granted mod. of license to change name to KATV.

WXYZ-TV Detroit, Mich.—Granted authority to transmit certain programs from station WXYZ-TV Detroit, Mich., to CBLT Toronto, Canada, and other Canadian stations owned by Canadian Bcstg. Corp. for period beginning March 26 and ending March 28.

WJAC-FM Johnstown, Pa.—Granted cp to install new trans.; increase ERP to 57 kw; condition.

Carroll Area Television Inc. Carroll, Iowa—Granted cp for new uhf tv translator station on ch. 78 to translate programs of KRNT-TV (ch. 8), Des Moines.

Prairie TV Club Terry, Mont.—Granted cp for new vhf tv translator station on ch. 11 to translate programs of KDIX-TV (ch. 2) Dickinson, N. D.

Village of Center Center, Neb.—Granted cp for new vhf tv translator station on ch. 7 to translate programs of KTIV (ch. 4) Sioux City, Iowa.

Actions of March 23

Kadoka Commercial Club Kadoka, S. D.—Granted cp for new vhf tv translator station on ch. 13 to translate programs of KPLO (ch. 6), Reliance.

Troy Non-Profit TV Assn. Troy, Mont.—Granted cp for new vhf tv translator station on ch. 12 to translate programs of KHQ-TV (ch. 6), Spokane, Wash.

WGTC Greenville, N. C.—Granted license to use presently licensed auxiliary trans. employing DA-N.

KTUL Tulsa, Okla.—Granted mod. of license to change name to KTUL Radio Inc.

WCHS Charleston, W. Va.—Granted mod. of license to change name to WCHS-AM-TV Corp.

KBMY Billings, Mont.—Granted assignment of license to Kenneth Nybo et al d/b under same name.

WNVY Pensacola, Fla.—Granted assignment of license to Radio Pensacola Inc.

KAJI Little Rock, Ark.—Granted cp to install new trans.

KOL Seattle, Wash.—Granted cp to install new trans.

KFTV (TV) Paris, Tex.—Granted cp to install new trans.

WBIE-FM Marietta, Ga.—Granted cp to install new trans.

WOLS Florence, S. C.—Granted cp to install old main trans. (composite) (main trans. location) as auxiliary trans.; remote control permitted.

WNBH New Bedford, Mass.—Granted mod. of cp to change type trans.

KWMT Fort Dodge, Iowa—Granted mod. of cp to change type trans.

KBKW Aberdeen, Wash.—Granted mod. of of cp to change type trans.

WHTG-FM Eatontown, N. J.—Granted mod. of cp to change type trans., type ant. and make changes in ant. system.

WINE (FM) Pittsburgh, Pa.—Granted mod. of cp to change type trans. and establish remote control point.

KLBS Los Banos, Calif.—Granted mod. of cp to change type trans. and specify remote control point.

WTCX (FM) St. Petersburg, Fla.—Granted mod. of subsidiary communications authorization to change sub-carrier frequencies from 26 kc and 65 kc to 42.5 kc and 65 kc for period ending Feb. 1, 1961.

Following stations were granted extensions of completion dates as shown: WEMJ Laconia, N. H. to May 29; WDSU New Orleans, La. to June 25; WDSU New Orleans, La. to June 25 (Aux. Trans.); WOOK Washington, D. C. to May 21; KLGN Logan, Utah to Sept. 22; KHOQ Hoquiam, Wash. to Sept. 27; KCYN Idaho Falls, Idaho to May 16; KWK St. Louis, Mo. to May 28; without prejudice to such further action as commission may deem warranted in light of Proceedings instituted under Docket 13827; WRIZ Coral Gables, Fla. to Sept. 20; WINE (FM) Pittsburgh, Pa. to June 13; KLBS Los Banos, Calif. to Sept. 27; WEEW Washington, N. C. to Sept. 13; WSOR Windsor, Conn. to May 28.

Actions of March 22

WWGS Tifton, Ga.—Granted license covering change of hours of operation and installation DA-N and new trans.

WHOO Orlando, Fla.—Granted cp to install new trans. (main trans. location) as auxiliary trans.

WAVQ (FM) Atlanta, Ga.—Granted cp to replace expired permit for fm station.

WHOS-FM Decatur, Ala.—Granted cp to install new trans.

WLIN (FM) Wausau, Wis.—Granted cp to increase ERP to 34 kw and install new trans.

WGBI-FM Scranton, Pa.—Granted cp to increase ERP to 2.3 kw, change ant. height to 1,100 ft., trans. power output to 760 w, and correct geographical coordinates.

WBNS-FM Columbus, Ohio—Granted cp to install new trans.

WAUG-FM Augusta, Ga.—Granted cp to install new trans. and increase ERP to 9 kw.

WEUP Huntsville, Ala.—Granted cp to change ant.-trans. and studio location.

WUPY (FM) Lynn, Mass.—Granted mod. of cp to change ERP to 1.40 kw; ant. height to 330 ft.; change ant.-trans. and studio location; type ant. and make changes in ant. system.

KUDY Seattle, Wash.—Granted mod. of cp to move ant.-trans. location and make changes in ground system.

WLS Chicago, Ill.—Rescinded March 8, 1961 action and re-granted license covering installation of new trans. (main); without prejudice to such further action as commission may deem warranted as result of final determinations with respect to: (1) report of network study staff; (2) related studies and inquiries now being considered or conducted; and (3) pending inquiry into compliance by broadcast licensees with Section 317 of Communications Act and related matters.

WGGO Salamanca, N. Y.—Granted request for cancellation of cp for increase in power.

WDHF (FM) Chicago, Ill.—Granted change of remote control authority.

Following stations were granted extensions of completion dates as shown: WPEL-FM Montrose, Pa. to July 1; WELF (FM) Glen Ellyn, Ill. to Aug. 28; WUPY (FM) Lynn, Mass. to June 30; KOQT Bellingham, Wash. to June 27.

Actions of March 21

WUSN-TV Charleston, S. C.—Granted assignment of license to Reeves-Southern Bcstg. Corp.

WGAL-TV Lancaster, Pa.—Granted assignment of licenses to WGAL-TV Inc.

Action of March 20

WILI Willimantic, Conn.—Granted change of remote control authority.

Action of March 24

Columbia Bcstg. System Inc. New York, N. Y.—Waived Sect. 1.334 of the rules and granted authority to make remote radio and tv pickups of three National Hockey League playoff games and direct relay of games, through arrangements with Canadian Bcstg. Corp., to following tv stations located in Canada whose signals may be received in U. S.: CJSS-TV Cornwall, Ont.; CHCH-TV Hamilton, Ont.; CHBC-TV Kelowna, B. C.; and following radio stations located in Canada whose signals may be received in the United States; CBH Halifax, N. S.; CHSJ Saint John, N. B., CJBR Rimouski, Quebec. Pickups will originate at Chicago Stadium in Chicago on March 26 and 28 and April 4; without prejudice to such action as commission may deem warranted as result of its final determinations with respect to: (1) conclusions and recommendations set forth in report of network study staff; (2) related studies and inquiries now being considered or conducted by Commission; and (3) pending anti-trust matters.

Petition for rulemaking

Telecasting Inc. Pittsburgh, Pa.—Requests assignment of vhf channel to Pittsburgh to permit operation of competitive independent station in that market, by utilization of one of three plans described below:

Plan I	Present Allocation	Proposed Allocation
Weston	5	12
Clarksburg*	12	5
Johnstown	6	12
Pittsburgh	–	6
Plan II		
Weston	5	12
Clarksburg*	12	5
Altoona	10	12
Johnstown	6	10
Pittsburgh	–	6
Plan III		
Weston	5	12
Clarksburg*	12	5
Altoona	10	12
Johnstown	6	10
Pittsburgh	11	7
Wheeling	7	11
Pittsburgh	–	6

*If Clarksburg is not made all uhf. Ann. March 24.

NARBA notifications

List of changes, proposed changes, and corrections in assignments of Canadian broadcast stations modifying appendix containing assignments of Canadian broadcast stations attached to recommendations of North American Regional Broadcasting Agrement Engineering Meeting.

800 kc

CKOK Penticton, B. C.—10kwD/0.5kwN ND U. Now in operation with increased daytime power.

910 kc.

CJDV Drumheller, Alberta—10kwD/5kwN DA-2 U. (PO: 910kc 1kw DA-1) Expected in operation March 1, 1962.

1310 kc.

CJRH Richmond Hill, Ont.—10kwD/2.5kwN DA-1 U. (PO: 1310kc 1kwD/0.25kwN DA-2) Expected in operation March 1, 1962.

CHGB Ste. Anne de la Pocatiere, P. Q.—5kw DA-N U. (PO: 1350kc 1kwD/0.25 kwN) Expected in operation March 1, 1962.

CKOY Ottawa, Ontario—50kw DA-2 U (CKOY remaining 1310 kc 5kwD/1kwN DA-N) Delete assignment for increase in power.

1350 kc.

CJLM Joliette, P. Q.—1kw. DA-1 U. Now in operation.

1430 kc.

CKFH Toronto, Ontario—10kwD/5kwN DA-2 U. Now in operation with increased daytime power.

Processing line

Applications from the top of the line

BP-13495 WVLN Olney, Ill. Illinois Broadcasting Co. Has: 740kc, 250w, D. Req.: 740kc, 5kw, DA, D.

BP-13760 WMEX Boston, Mass. Richmond Brothers Inc. Has: 1510kc, 5 kw, DA-1, U. Req: 1510kc, 5kw, 50kw-LS, DA-2, U.

BP-13761 NEW, Kershaw, S. C. Kershaw Broadcasting Corp. Req: 1300kc, 500w, D.

BP-13762 WRDB Reedsburg, Wis. William C. Forrest. Has: 1400kc, 250w, U. Req.: 1400-kc, 250w, 1kw-LS, U.

BP-13764 NEW, Rapid City, S, D. John L. Breece Req.: 1150kc, 5kw, D.

BP-13775 WANS Anderson, S. C. Radio Anderson Inc. Has: 1280kc, 1kw, U. Req.: 1280kc, 1kw, 5kw-LS, U.

BP-13776 NEW, Chadbourn, N. C. William Norman Peal. Req.: 1590kc, 500w, D.

BP-13777 NEW, Makawao, Hawaii Eugene G. Panissidi. Req.: 1310kc, 1kw, U.

BP-13778 NEW, Spring Valley, N. Y. Radio Spring Valley. Req.: 1530kc, 250w, D.

BP-13780 NEW, Temple, Tex. Radio Temple Req.: 1530kc, 1kw, D.

Every minute counts. Every announcement, every element of programming that you can donate counts in the 1961 Cancer Crusade. Our Crusade messages could persuade those stricken by cancer to seek treatment before it is too late. Time is crucial in the fight to save human lives. Your cooperation also helps raise funds which will bring the ultimate conquest of cancer that much closer.

Here's how we can help you help us...

FOR RADIO we feature top stars: Perry Como, Frank Sinatra, Connie Francis, Jack Lemmon, Arthur Godfrey and others in spot announcements and 5-minute music shows.

FOR TELEVISION we feature our 1961 poster family; the animated Finchleys; the noted scientist, Dr. George N. Papanicolaou, and others, in 60, 20 and 10-second spots. Also available are telops, slides and flip cards, as well as 8, 20, and 60-second live announcements. You can see a sampling of the total output in our 10-minute presentation reel. PLUS: Half-hour film featuring Arthur Godfrey and noted scientists discussing cancer.

Look and listen when the local ACS representative calls on you. Be sure your Spring schedule includes some of the Society's first-rate, life-saving materials.

American Cancer Society

OUR RESPECTS to Mark Lawrence, vp, MacManus, John & Adams, N.Y.

He's a 'professional amateur'

As I grow older I pay less attention to what men say. I just watch what they do.

Andrew Carnegie said it in a reflective moment on his way to amassing millions. But the quotation holds special meaning to a New York advertising agency executive who also seeks to think and judge for himself, and who contradicts many aspects of the term "Madison Avenue-type."

Mark Lawrence, vice president, radio and television director, MacManus, John & Adams Inc., New York, believes in Mr. Carnegie's musing philosophy and also in almost anything said by the advertising pioneer, Albert Lasker.

If for no other reason than having worked at only one agency, Mr. Lawrence would be classed as unusual—if not also a satisfied person. He had been a free lance jingle writer for several agencies before joining MJ&A in 1952 as radio-tv production manager. Mark Lawrence and Henry Fownes—the latter is now head of the New York branch of the Bloomfield Hills, Mich., agency—constituted the agency's entire radio-tv department at the time.

But Mr. Lawrence, who became a vice president in 1957, and has seen the department grow to more than 20 people, has a paradoxical nature that belies his profession and background.

How Is He Different? ▪ He rarely watches television; he doesn't own a car; he and his wife are bringing up three children not in suburbia but in a Manhattan apartment; he writes poetry and plays the piano instead of playing golf on weekends (during a two-week vacation last February, he and Mrs. Lawrence explored Aztec ruins in eastern Mexico), and he became a jingle specialist when he could have joined his father in the publishing business (he is the son of David Lawrence, editor of *U.S. News & World Report*).

Although Mark is primarily concerned with some $8-10 million annually in broadcast money, he is as likely to write copy for a newspaper ad as he is to write radio or tv commercials, not to mention activity in such allied fields as industrial films and closed circuit telecasts. Actually, he is in the process of freeing himself from many present functions to allow more time for "thinking" purposes, which would include ways to bring in new business.

Total billings at MJ&A are at the $52 million mark, but the goal is $100 million. Mr. Lawrence, who hopes to start work soon on new business presentations, is particularly resentful when MJ&A is referred to as a "one account," or an "auto" (Pontiac, Tempest, Cadillac) agency. With more than 20 meetings daily, concerning as many different products, he could sometimes wish such unknowledgeable remarks were so. Agency optimisim is high regarding acquisition of new accounts, and with characteristic self-confidence, Mr. Lawrence expresses it succinctly: "We know we have one of the best shops for ideas."

In the Future ▪ Tv programming is another area in which Mr. Lawrence hopefully will have more "say" in the near future—once he unburdens himself. The agency's tv programs in the past year have included alternate-week sponsorship of *Surfside Six, Dow Hour of Great Mysteries* and Pontiac specials. *Surfside* has been renewed for Pontiac's Tempest next season. An unannounced radio order for next season involves a major buy on Mutual for Minnesota Mining & Manufacturing Co.

Mark admits he doesn't watch much tv, and his explanation is simple: "There's too much living to be done." In a Detroit speech a year ago he said "the tv screen will never be the focal point of my life . . . I do get very emotionally involved in the problems of clients whose products I attempt to sell, willingly, because I like to—because that's the only way I know for anyone to work at what he likes best."

Living in Manhattan is an essential part of the way Mark is able to fulfill his personality needs. He enjoys city life to begin with, and fortunately, so does his family. "My kids are having a ball," he says.

MJ&A's Lawrence
He loves his job

A bachelor until the age of 30, Mark married the former Nan Hoyt, of New York City, on Oct. 15, 1951. With their three children, Wendy, 8, Mark, 6, and David, 2, the Lawrence family lives a block off Central Park and a straight-north cab ride of 38 blocks from his office at 444 Madison Ave.

Mrs. Lawrence understands Mark's abhorrence of life on a commuter's timetable. For two years before her marriage she had a two-hour trip between her home on Long Island and Bergdorf Goodman Co., where she supervised a fashion salon.

When the family wants to go for a ride Mark will rent a Cadillac or a Pontiac, but he'll leave the driving to his wife for several good reasons: "I'm glare blind, sometimes whiskey-blind, too, and I have three kids to think of."

Mark's earliest schooling was in Washington, D.C., where he was born on Jan. 14, 1921. He attended Washington's Friends School and St. Albans. For prep schooling he went to Andover, and then on to Princeton, graduating with a B.A. in English in 1942.

Artistic Talents ▪ Immediately after graduation he added Lieutenant's stripes to his sleeves and spent the next four years in the Pacific Theatre of WWII. The U.S. Naval Reservist served as deck officer on light cruisers. The duty earned him a Navy Unit Commendation Medal and six Battle Stars.

Untied from Uncle Sam, Mr. Lawrence struck out on his own in New York to exercise his artistic talents as a free lance writer, musician, composer, lyric writer and entertainer (piano, humorous songs and verse).

Mark's appreciation of music ranges from the best of radio jingles (he has several favorites, none his own) to Bach, whom he calls his "number one boy, and you have to go down a long way to the next." He likes jazz, too, but not in commercials. "It's extraneous," he says, "and seldom has much to do with the product." Duke Ellington, he claims, did more for progressive jazz by 1935 than all other jazz musicians in the past six years.

Perhaps that is just one reason why Mr. Lawrence finds more truth each year in what Mr. Carnegie said about watching what others do.

In Mark's own quiet self-appraisement after nine years at the agency: "I revere the idea that I'll always be a professional amateur—amateur in that I love what I'm doing. It's the best advantage I have."

EDITORIALS

Rating points

WITTINGLY or not, Rep. Oren Harris (D-Ark.) has effectively squelched the argument that ratings services are villainous conspiracies of cheats and frauds. The special study that he commissioned to be done by the Technical Committee on Broadcast Ratings of the American Statistical Assn. has now been brought in. It finds what every informed person already knew—that ratings services have imperfections but, on balance, are doing an acceptable and honest job. The critics will have to look for other targets, and Mr. Harris for other subjects of investigation.

A number of influential persons are made to look awkward by the ratings study report. These include Walter Winchell, Sen. A. S. Mike Monroney, FCC Chairman Newton Minow and LeRoy Collins, the new president of the NAB. All of them have darkly surmised that ratings were in one way or another corrupt or corrupting.

The whole argument against ratings has been based on false assumptions.

Mr. Winchell, a man of unconquerable ego, started his crusade against ratings when a television show of his was cancelled for lack of audience. He found it impossible to believe that measurements which showed his audience to be smaller than his competition's could be honest.

The other critics have blamed inferior programming on the ratings services. If a ratings service measured a large audience for a program that these critics personally disliked, they have held the ratings service responsible for the program. There has been no more logic to that connection of cause and effect than there would be in saying the Audit Bureau of Circulations was to blame for a distasteful scandal story in a newspaper.

It's our guess that Mr. Harris' report will clarify at least some of the addled thinking on ratings.

Television may not be all that some people would wish it to be, but whatever it is, it has not been shaped by the ratings services. The raters are only measuring audiences. They are doing nothing to attract or repel audiences. If their measurements are poorly used by broadcasters, producers, advertising agencies and advertisers, the fault can hardly be said to lie with anyone but the users.

Responsible trail-blazing

OCCASIONALLY there emerges from a congressional proceeding a byproduct more important than the legislative vehicle under consideration. It happened last week before the Senate Watchdog Subcommittee inquiring into political broadcasting during the 1960 campaign.

Nathan Straus, chairman of WMCA New York and WBNY Buffalo, and his son Peter, president of the stations, testified before the Yarborough committee. The stations had endorsed John F. Kennedy for President, establishing a precedent in political editorializing. They did it with their eyes wide open. There were the expected repercussions.

The Strauses had pioneered in editorializing on local, domestic and international issues before venturing into politics. They followed the policy of seeking out and presenting opposing points of view. GOP presidential nominee Nixon did not elect to answer the pro-Kennedy editorial. Eventually, after considerable controversy, GOP vice presidential nominee Lodge answered via tape.

Infinitely more significant than the questions on equal time and fairness was the total absence of questions about the propriety of editorializing, politically or otherwise.

Before the 1960 elections this would not have happened. The few cases of improprieties or bad judgment that may be unearthed by the Yarborough committee are more than offset by the impressive showing made by the majority of the stations and all of the neworks as attested in the opening testimony of FCC Chairman Newton Minow.

Today about half of the nation's radio stations and possibly a third of the tv stations are editorializing, principally on local and community issues.

Broadcast journalism has made important advances in the few years since the FCC lifted the lid on editorializing. This does not mean that every station should rush pell-mell into this highly sensitive field. They should have profesionals handle their editorials, responsible to management. There is no cheap or easy way to do it.

The Strauses deserve praise for blazing a trail in political editorializing. It is fortunate for broadcast journalism that the precedent was established by an organization with a background of seven years in editorializing and with a trained and responsible staff supervised by top management.

Scoop that shocked

A NUMBER of newspapers, including the usually thoughtful *New York Times*, have expressed shock over the recreation by WBAL-TV Baltimore of the deliberations of a jury that had convicted a man of murder.

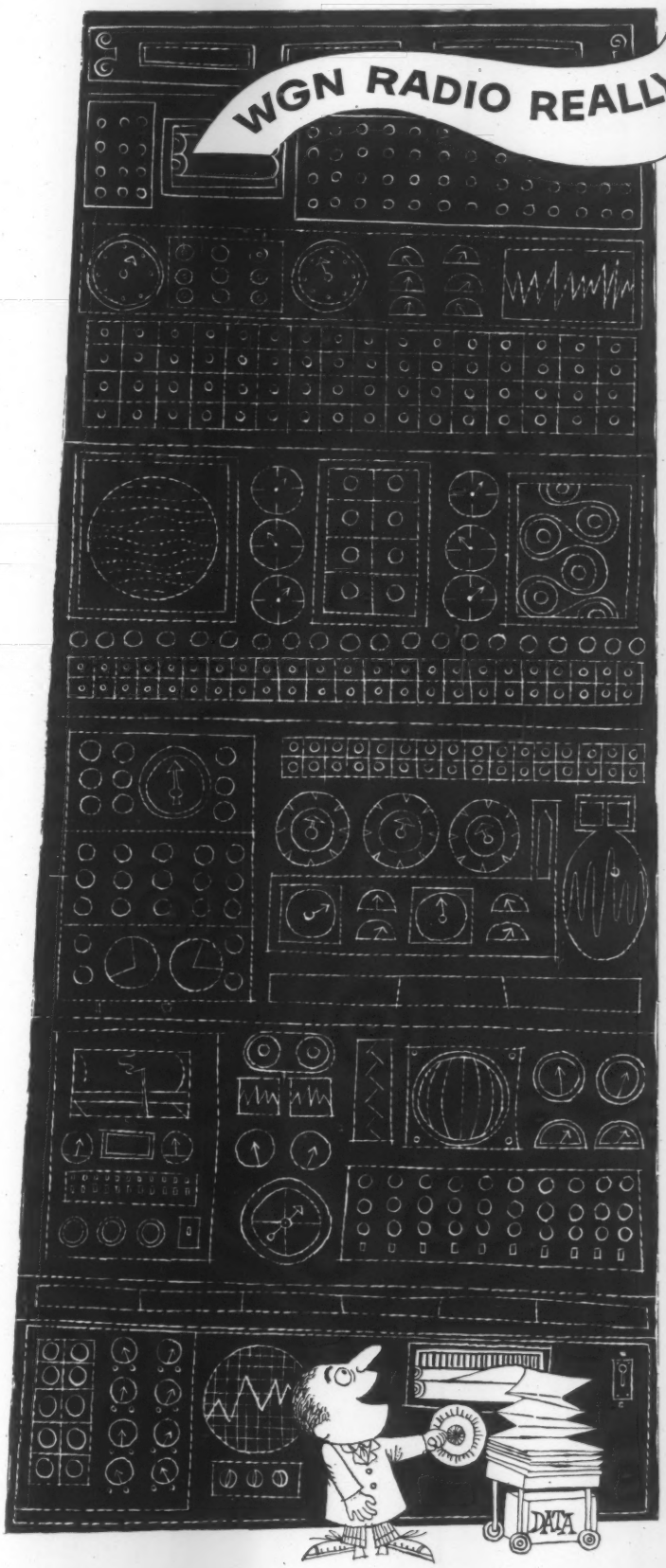
What the newspapers failed to emphasize was that the station did what newspapers have been doing for years—interviewing jurors after a trial. The technique of presenting them on video tape may have been more graphic, but it differed in no other sense from the practice of quoting them at length in newspapers. If the *Times* is upset by this phenomenon, it must be troubled by the company it keeps. To our personal recollection we have seen thousands of words of juror comment in newspapers coast-to-coast.

Somehow the newspapers have found in the WBAL-TV case a suggestion of obstruction of justice. The foolishness of that argument is obvious. Before the program was put on the air the jury had reached its verdict and had been discharged, and the court had rejected all defense motions for reconsideration. Only the sentencing remained, and we can hardly imagine that the trial judge would be influenced in that decision by any television show.

No matter what the outcome of this incident, the program cannot be judged as an obstruction to justice. It may have tended toward sensationalism, but it in no way distorted facts. That is more than can be said of a good many newspaper stories about crimes and criminal prosecutions.

Drawn for BROADCASTING by Sid Hix

"Commander Whitehead, with so much anti-Castro sentiment around, we wondered if you'd mind . . ."



WGN RADIO REALLY RATES IN CHICAGO

Latest rating figures* show:

WGN Radio has Chicago's most favorable image!

WGN Radio reaches more people!

WGN Radio has the highest average quarter-hour audience for entire week!

WGN Radio is No. 1 Chicago station in total audience!

WGN Radio has highest average hourly share of audience—12 midnight—6 a.m.

WGN Radio delivers an adult audience! More than 9 of every 10 listeners are adults!

For full facts on why adult listeners like WGN Radio's sound, advertising and programming, write to WGN Research for a study by Market Facts, Inc., on the images of Chicago radio stations.

*Nielsen – Dec./Jan., 1961. Pulse – Dec., 1960, Post-midnight study. Pulse –1960, Audience composition reports.

In Chicago

WGN RADIO

means quality programming and dedicated community service

Chicago: 2501 Bradley Place, LAkeview 8-2311

New York: 220 E. 42nd Street, MUrray Hill 2-7545

Represented by Edward Petry & Co., Inc., except in Chicago, New York, Philadelphia and Milwaukee

QUALITY RADIO WGN TELEVISION INTEGRITY

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